

# LIFE



**MICKEY SPILLANE:  
13,000,000 BOOKS OF  
SEX AND SLAUGHTER**

**MAIL ORDER  
FASHIONS**

**20 CENTS**

**JUNE 23, 1952**

REG. U. S. PAT. OFF.





*This 1952 Nash Ambassador is upholstered in Mediterranean Blue needle point and striped homespun. Reclining Seats, Twin Beds, Hood Ornament, glare-free tinted Solex glass and White Sidewalls optional extras. Your choice of three transmissions including Automatic Overdrive and new Dual-Range Hydra-Matic, at extra cost.*

## THERE'S A NEW "WHO'S WHO" OF THE HIGHWAY

**Y**OU ARE NOT ALONE when you admire the picture above.

Because never before has any new car won such instant acclaim as the Nash Golden Airflyte—*already* the new choice of thousands of distinguished Americans!

Here you see beauty that is *entirely new* . . . the swift, clean, continental styling of Pinin Farina, world's most famous custom designer.

Look inside. You'll find the widest seats, the greatest Eye-Level visibility and the most luxurious interior ever built into one car! You'll enjoy *double* Reclining Seats, with new Twin Bed arrangements . . . and thrill to a new view

of the road over the low, racy hood and distinctive Road-Guide Fenders!

Performance? Who could ask for more than a Super Jetfire engine even more powerful than the Nash Jetfire that set last year's stock-car speed record! Riding Ease? There's the unmatched magic of new Airflex suspension and safer, rattle-free Airflyte Construction!

Yes, there's a new standard of fine-car value on the highway today—a new "Who's Who". See your Nash dealer and learn how easily your golden dreams can come true!

**TV Fun**—Watch Paul Whiteman's TV Teen Club.  
See your paper for time and station.

Nash Motors, Division Nash-Kelvinator Corp., Detroit, Michigan



AMBASSADOR • STATESMAN • RAMBLER • THE FINEST OF OUR FIFTY YEARS



# B.F. Goodrich Tubeless Tire

**SEALS PUNCTURES, PROTECTS AGAINST BLOWOUTS**

**...AND NOW IT  
DEFIES SKIDS TOO**  
to earn the name "LIFE-SAVER"

**New tread wipes a wet road so dry you can light a match on it**

**W**HAT else would you call it?—the first tire in history to give real protection against all three tire hazards: *punctures, blowouts and skids!*

When the BFG Tubeless Tire went on sale over four years ago, it made inner tubes obsolete, introduced a new kind of puncture and blowout safety. Patents covering basic features of Tubeless Tires have been issued to The B. F. Goodrich Company by the U. S. Patent Office.

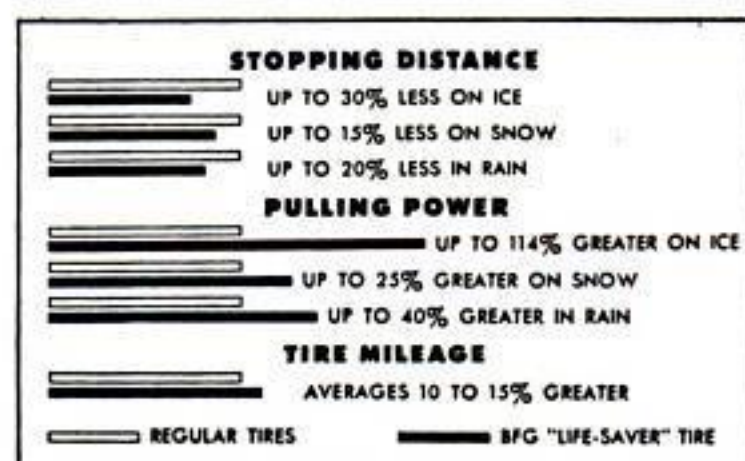
Now, the new "Life-Saver" Tubeless Tire *defies skids too!*

It has a new kind of tread with thousands of tiny "grip-blocks" so closely spaced you hardly see them.

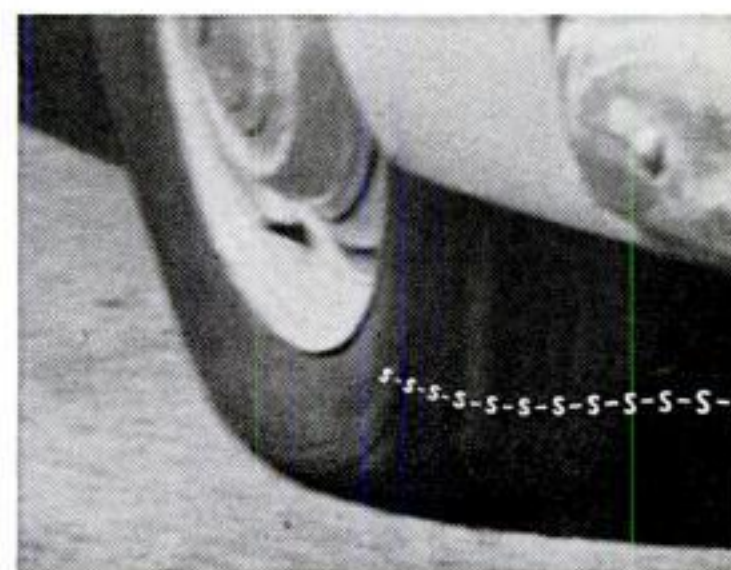
In rain, they wipe the road so dry you can light a match on it, grip for quick stops. Starting up, they grip like a caterpillar tread. The close spacing does it!

The BFG "Life-Saver" *outwears* other tires,

because its "grip-blocks" have a "walking" action that reduces scuffing. Here's how it outperformed regular tires in tests:

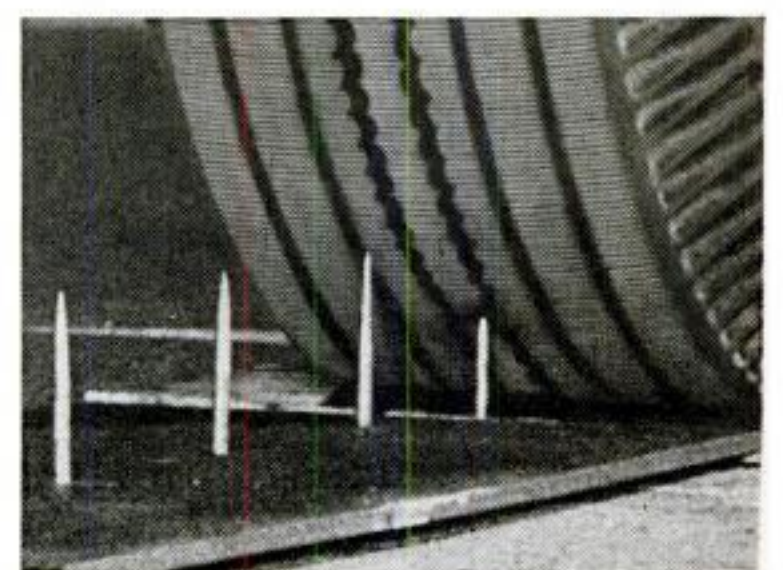


This new BFG tire *may* save your life, *can* save you trouble, *will* save you money! See your B. F. Goodrich retailer *now*. His address is in the Yellow Pages under "Tires". Convenient terms. The B. F. Goodrich Company, Akron, Ohio.



#### CHANGES BLOWOUT TO SAFE SLOWOUT

Sudden blowouts in regular tires with inner tubes are usually caused by the tube being pinched by a bruise-break in the tire carcass. But a bruise-break in the Tubeless Tire merely causes a slow leak. You have plenty of time for a safe stop.



#### SEALS ITS OWN PUNCTURES

Drive the "Life-Saver" Tubeless Tire over 3" spikes and it does not go flat. A gummy layer of special rubber under the tread seals against the puncturing object, plugs the hole permanently when the object is withdrawn.





# Every trout in the Nation is in danger of his life



**WALKING FROM THE FISHING-HOLE** at the beginning of the century, a boy and his dog might find a bumblebee, with his sleepy-sounding buzz, or a hopping robin as their only companions.

A lard can was the best for worms—it had a wire handle. In the cool morning dark you would tiptoe downstairs (watch out for the creaky step!) and into the kitchen, where Captain's tail would be thumping a welcome behind the stove.

Then out, fish pole on your shoulder, and through the field of clover, the fresh dew cold on your bare legs. The trotting Captain snuffled his way through the brush; overhead somewhere a woodpecker hammered in the old apple tree. On you went, up the white dusty road. All the roads were dusty in those days, back at the turn of the century, the dust soft and deep in dry weather, and heavy as melted chocolate after rains.

In the first pink streaks of dawn you were moving quietly upstream, watching your shadow to see that it never fell on the water ahead, until you reached the big old snag that dammed the water in a deep pool. With an artist's wrist you dropped your worm gently into the water, just as if it had fallen off the log—it drifted lightly for a few seconds of tension: one, two—strike! And out of the cold pool, dripping pearls and kicking, jumped the silver trout, fighting the solid-set hook.

If you were born near a fish-filled stream, or on the sea-coast, fifty-odd years ago, you could have a wonderful time. If not, you could only read about fishing—unless you were very rich. Only the wealthiest sportsmen could afford to travel to the great trout streams of the nation.

The world of that time exists now only in fading brown photographs, and in the stiff unreal rooms of museums. But that boy's America, even then, was already being changed. The change came in a series of small explosions, so small that only a few people heard them: the sputtering explosions in the cylinders of Henry Ford's first handmade horseless carriage.

The automobiles made the roads, spreading out and out from the cities into the remotest wilderness; and the roads made for prosperity and for more leisure for everyone. No group of Americans has had it better than the fisherman; no group has had it tougher than the fish. But the American Road goes far beyond fishing-holes—the highway stretches on for more than 3,322,000 miles, and for it the Ford Motor Company has built more than 35,000,000 cars. In terms of social significance, the American Road is the most important communications network ever developed; in economic terms it is a great national asset, its value in peace or war beyond estimate. And it must keep growing, for this road is something bigger than a stretch of concrete—it is a symbol of the endless drive of Americans toward a better life for everyone.

Ford Motor Company believes the American Road leads true as a surveyor's sight toward peace and progress.

## Ford Motor Company

FORD • LINCOLN • MERCURY CARS • FORD TRUCKS AND TRACTORS

**A TROUT-STREAM IS A KIND OF HEAVEN** to a true fisherman. His wants are few but positive: a book of his favorite flies, enough room to cast a line, hard-fighting fish—and no other fishermen.









## To the man who's ill at ease when he's "easing out" of the dishes

**W**HEN you've finished dessert, you gaze wearily at the dirty dishes littering the table . . . and at *more* dishes, and pots and pans, piled high in the kitchen.

You *could* help but, after all, you're *tired*. You've had a rough day.

So you slip uneasily into the living room and head for that big, deep chair.

But, you feel like a "heel" while your wife does the dishes alone.

Why not let General Electric do the dishes for you!

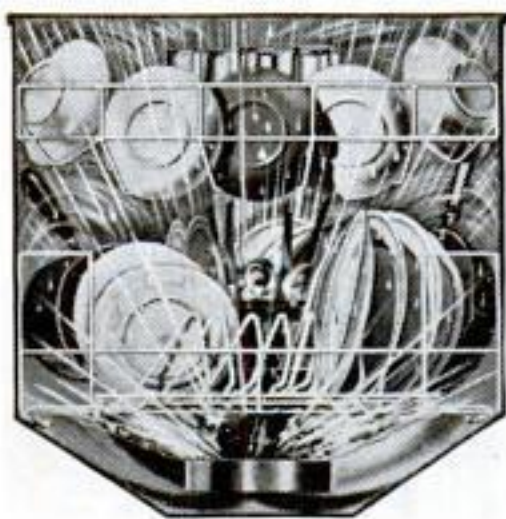
### No Hand-Rinsing! Dishes Out of Sight! Pots and Pans, too!

Just brush loose food off the plates . . . the dishwasher *pre-rinses* them for you. Then washes with famous "spray-rub" action that makes even sticky pots and pans come sparkling clean. Takes off all but soil that's been baked on! Finally, the washer double-rinses with clean, hot water . . . dries the dishes with fan-driven warm air, then shuts itself off.

### Dishes Cleaner Than "Hand-Washed" . . .

. . . because they're washed in water hotter than your hands can stand. Hot water *stays* hot thanks to G.E.'s famous Calrod® unit.

In the dishwasher, dishes and glasses are cushioned on soft, plastic-coated trays that remain stationary. Only the water swishes around.



It's so convenient. The G-E Dishwasher glides out at a touch. No tiresome bending. No tiresome stooping to load—and plenty of counter space left. Your kitchen's always cleaner because the G-E Dishwasher holds (and hides) a complete service for eight, including ten glasses.

### You'll Save Her as Much as an Hour a Day!

A General Electric Dishwasher saves the average wife as much as an hour a day . . . sometimes more.

And, as the man of the house, you can appreciate that here is an investment which will increase the value and salability of your home.

Let a General Electric PRE-RINSING Dishwasher do the dishes for you. See your G-E dealer for a demonstration today. General Electric Company, Louisville 2, Kentucky.



Trim and specifications subject to change without notice.

Dishes Washed, Fan-Dried, Out of Sight

**G-E pre-rinsing DISHWASHER**

**GENERAL  ELECTRIC**



Johnny and Lucille, Oldsmobile's singing sweethearts,  
invite you to ride the "Rocket" . . . to drive  
Oldsmobile's sensational new Super "88"!



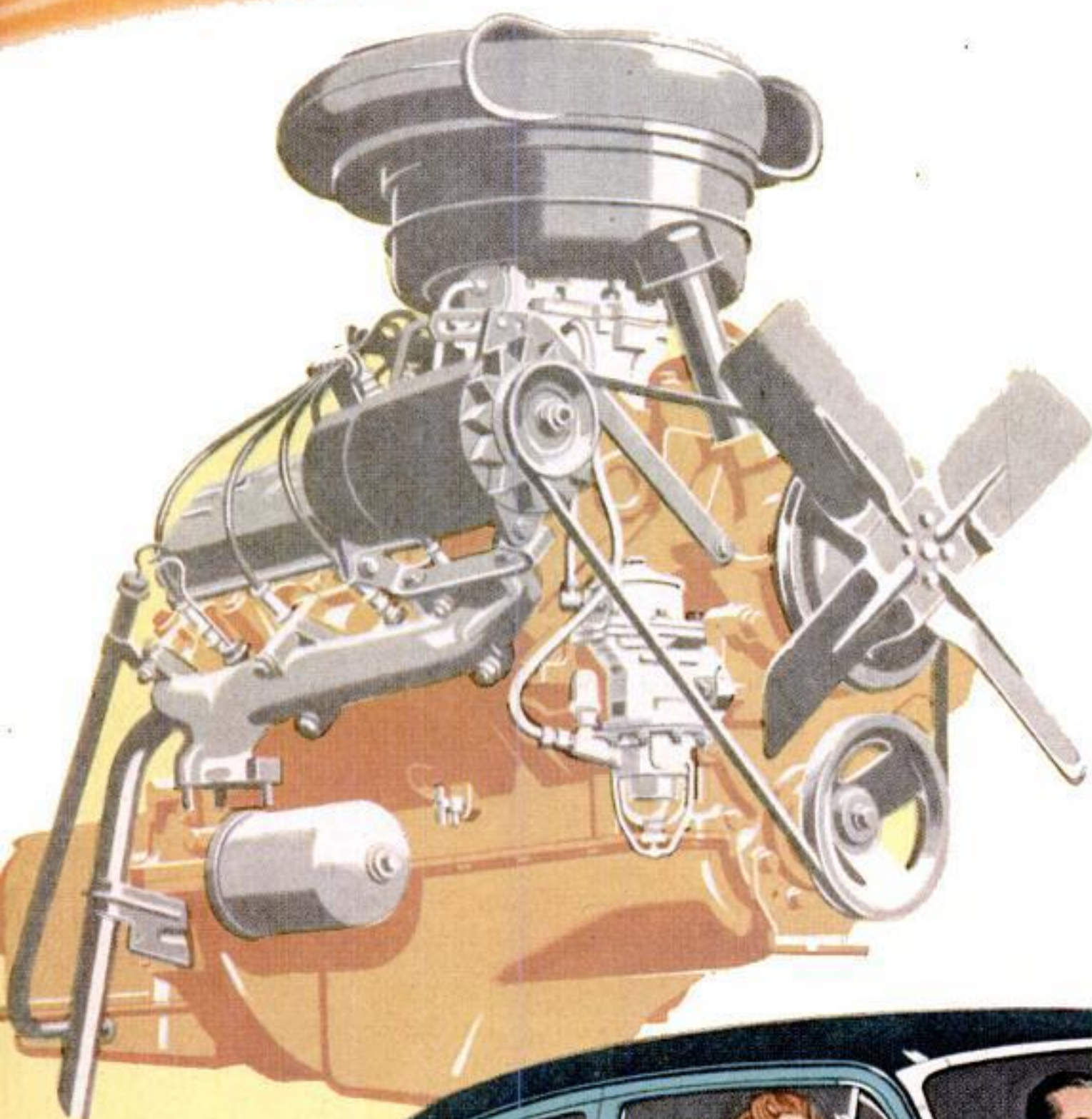
TRY 160 H.P.

"ROCKET" ACTION

...in the New Super "88"

*You've got to drive it to believe it!*

Never before has Oldsmobile had  
such an exciting performance story to tell! For here is a *new*  
kind of "Rocket" Engine car—*dramatically new* with the flashing  
160-horsepower "Rocket" . . . now paired with smooth new  
Hydra-Matic Super Drive\*! The result is performance that truly  
*stands out* even in this era of high-powered motor cars! GM  
Hydraulic Steering\*, the amazing Autronic-Eye\*, and a host of other  
new features add to your comfort and safety. Drive Oldsmobile's  
Super "88" once and you'll never settle for anything else!



Above, Oldsmobile Super "88" 2-Door Sedan. \*Hydra-Matic  
Super Drive, GM Hydraulic Steering, Autronic Eye—and white  
sidewall tires (when available) optional at extra cost.  
Equipment, accessories and trim, subject to change without notice.

A General Motors Value

"ROCKET" POWERED OLD SM OBILE

This One



NRRU-OTO-8H8N

Copyrighted material



LANA TURNER, STARRING IN METRO-GOLDWYN-MAYER'S "THE MERRY WIDOW"—COLOR BY TECHNICOLOR



**LANA TURNER . . . Lustre-Creme presents** one of the "Top-Twelve," selected by "Modern Screen" and a jury of famed hair stylists as having the world's loveliest hair. Lana Turner uses Lustre-Creme Shampoo to care for her glamorous hair.

## The Most Beautiful Hair in the World is kept at its loveliest...with Lustre-Creme Shampoo

**Yes, Lana Turner uses Lustre-Creme Shampoo** to keep her hair always alluring. The care of her beautiful hair is vital to her glamour-career.

**You, too, like Lana Turner,** will notice a glorious difference in your hair, once you know the magic of Lustre-Creme shampoo. Under the spell of its lanolin-blessed lather, your hair shines, behaves, is eager to curl. Hair dulled by soap abuse . . . dusty with dandruff, now is fragrantly clean.

Rebel hair is tamed to respond to the lightest brush touch. Hair robbed of its natural sheen now glows with renewed highlights. Lathers lavishly in hardest water . . . no need for a special after-rinse.

**No other cream shampoo** in all the world is as popular as Lustre-Creme. For hair that behaves like the angels, and shines like the stars . . . ask for Lustre-Creme, the world's finest shampoo, chosen for "the world's most beautiful hair"!



The beauty-blend cream shampoo with LANOLIN. Jars or tubes, 27¢ to \$2.



FAMOUS HOLLYWOOD STARS use LUSTRE-CREME SHAMPOO for GLAMOROUS HAIR



# LETTERS TO THE EDITORS



ALCOCK-BROWN FLIGHT ENDED BY CRASH LANDING IN IRISH BOG

## TRANSATLANTIC FLYING

Sirs:

Poor Alcock and Brown. Forgotten again ("Transatlantic Flying," LIFE, June 2).

As the first men ever to fly nonstop from Newfoundland to Ireland in June 1919—eight years before Lindbergh flew nonstop from New York to Paris—you might have given them a mention, or even a picture.

Hardly cricket, sir, hardly cricket....

CHRISTOPHER CLARKSON

New York, N.Y.

● The Navy NC-4 mentioned in LIFE's story gets credit for the first air crossing of the Atlantic in May 1919. First *nonstop* flight, however, was indeed that of the Britishers, John Alcock and Arthur Whitten-Brown, who a month later flew from Newfoundland to Ireland (1,960 miles) in a bit over 16 hours. Later knighted, the pair won the London *Daily Mail's* \$50,000 prize. Alcock was killed that autumn in a plane crash. Brown died in 1948.—ED.

Sirs:

Flyer Maurice Bellonte's "bronze eagle" trophy is a cormorant.

JACOB H. VASTINE II

Philadelphia, Pa.

Sirs:

Looks more like a sea gull to me.

ORD LEE STRAYER

Vienna, Va.

Sirs:

Bellonte's bronze eagle appears to have turned.

ALLAN BLAIR

Nashville, Tenn.

Sirs:

... The bronze bird is no eagle but an albatross.

ROGER H. JONES

Quicksand, Ky.

● Though terns, cormorants and sea gulls all share certain characteristics, the sculpture is intended to be an albatross.—ED.

## CAPITALIST IN MOSCOW

Sirs:

Oh! Thank you for the wonderful zany story "Capitalist on the Loose in Moscow" (LIFE, June 2) by Oliver Vickery! It has a laugh in every line and how this sad world needs those laughs....

MRS. PETER C. BULLARD

Washington, D.C.

Sirs:

Honestly! Why do you print such uninformative, egotistical, infantile tripe? The "colonel" must have taken along to Moscow a little water pistol so that he could skip into the Kremlin and squirt Stalin right between the eyes!

MRS. ROBERT N. WILENTZ

New York, N.Y.

Sirs:

In my opinion Vickery is one of the greatest contemporary chroniclers.

MIGUEL A. GALLEGOS

San Francisco, Calif.

Sirs:

He acted the part of the uncouth, rude, loudmouthed businessman with all the answers. That is what the Kremlin tells its people that American capitalists are, and now, thanks to Mr. Vickery, they have proof.

JOHN T. GALLAER

Newton, Kan.

Sirs:

As one who also was there (as a non-Communist and the only accredited correspondent in Moscow for the International Economic Conference), I can vouch for Kentucky Colonel Vickery's frank account of his activities. ... However, the Soviet strategy of dangling trade and economic-aid bait before our allied countries admits of no doubts about its seriousness.

This Moscow conference had an attendance of 450 participants from 47 countries. To the underdeveloped areas throughout the world, Uncle Joe is being represented as a super Santa Claus—eager to give through a so-called Stalin Plan, and without Uncle Sam's alleged niggardliness and political strings. While this is insincere demagoguery, remember that eager recipients do not look a promising gift horse too closely in the mouth. To counteract this pressure we must adopt affirmative measures for the enlightenment of the many gullible. We need to revise our obstructive tariff policies and clarify our political objectives. In any event, a laugh at a prank is not the answer!

A. WILFRED MAY

New York, N. Y.

Sirs:

The Russian car on page 104 is not a ZIM, but a ZIS-110. It is a crude copy of the 1940 seven-passenger Packard sedan. ...

GEORGE BOYCE

Springfield, Mass.

● It is a ZIS-110, largest Soviet car, which gets its name from the phrase *Zavod Imeni Stalin* ("factory named for Stalin"). The ZIM, built in a plant named for Molotov, is newer, cheaper, gets more mileage.—ED.

CONTINUED ON NEXT PAGE

# LOOK! The cover does the cutting!



1. Pull out adhesive tape, close cover.



2. Grasp tape near cutting edge.



3. Rip upward. The cover does the cutting!

**RED CROSS\* ADHESIVE TAPE**

IN THE NEW

**"CUT-QUICK" PACKAGE**

TRADE MARK

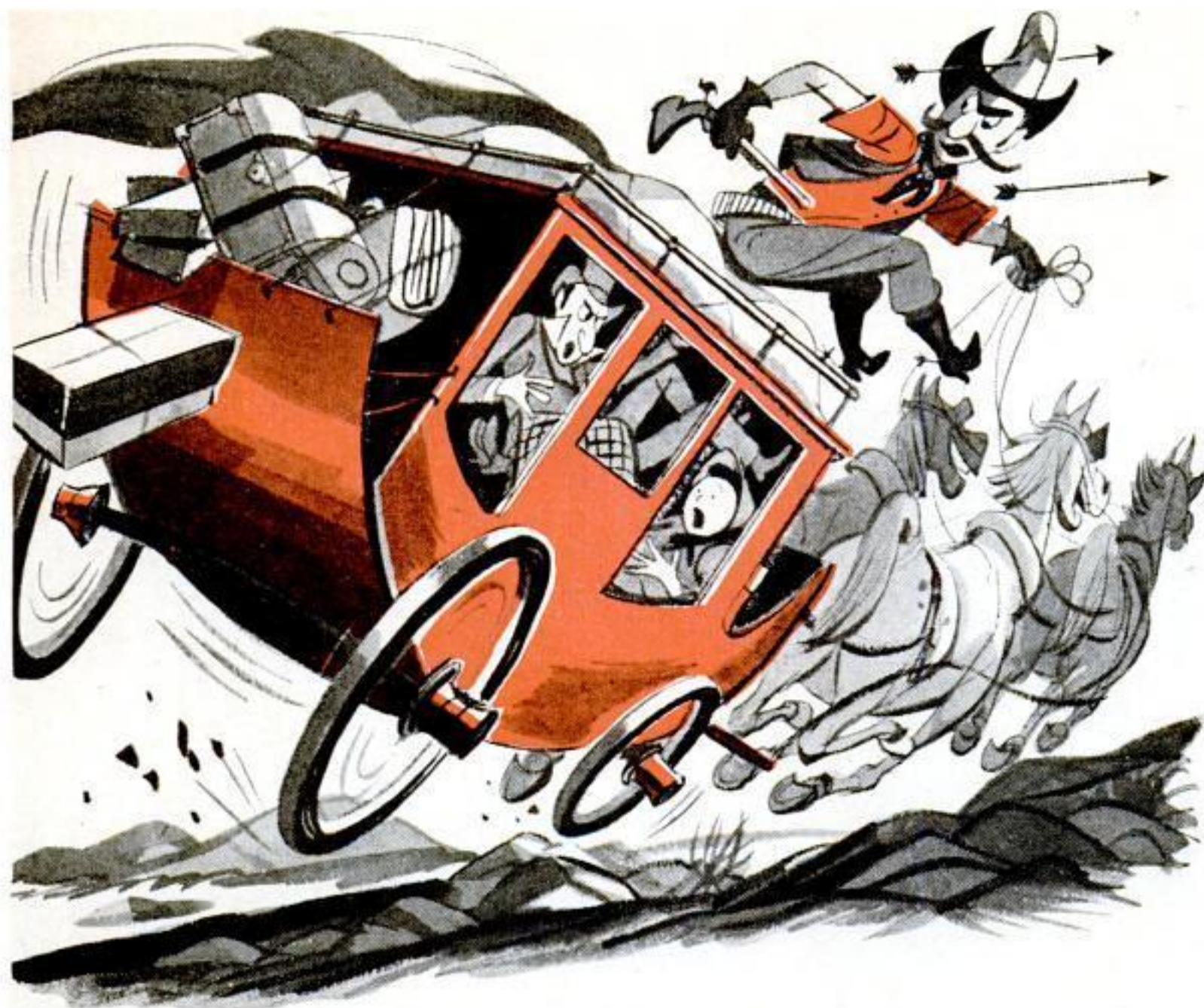
Red Cross\* Adhesive Tape is now easier to use than ever! Just a twist of the wrist, and you cut off the exact length you need with Johnson & Johnson's handy new

"Cut-Quick" Package. No more hunting for scissors. The cover does the cutting. Convenience *plus*! Buy a "Cut-Quick" Package for your medicine chest today!

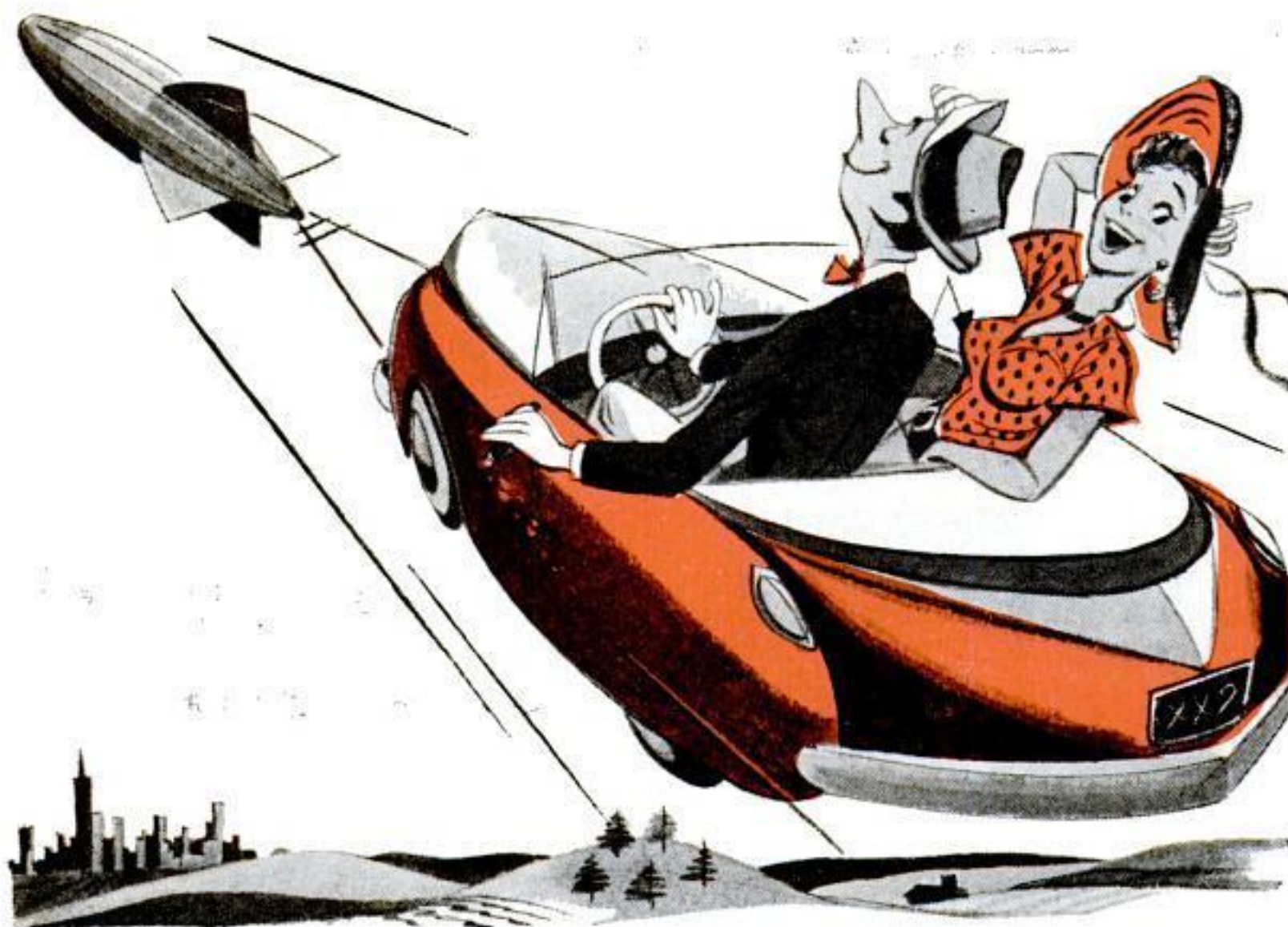
**Johnson & Johnson**

\*No connection whatever with American National Red Cross.





If your car feels like this... it's time  
for **MARFAK** chassis lubrication



That cushiony feeling  
lasts longer with—

Get set for smooth, "cushiony" summer driving—get *Marfak* lubrication. Longer-lasting *Marfak* fights wear and friction for 1,000 miles or more! It stays on the job because it's specially compounded to resist jar-out and squeeze-out, wash-out, too. You can tell this is so by that longer lasting "cushiony" feeling. Today—for *Marfak* lubrication—see your Texaco Dealer, the best friend your car ever had.

**THE TEXAS COMPANY**  
**TEXACO DEALERS IN ALL 48 STATES**

Texaco Products are also distributed in Canada and in Latin America



## LETTERS TO THE EDITORS

CONTINUED

### CONGRESSMAN AND BABY

Sirs:

If there is room in the world for one congressman to comfort and befriend one small refugee, the world is not the cold and fearsome place we are led to believe ("The Congressman and the Baby," LIFE, June 2).

PATRICIA KETCHUM  
Ann Arbor, Mich.

Sirs:

... One of the sweetest stories ever told in your magazine.

MARY V. SELKOWSKY  
Miami, Fla.

Sirs:

... I wish I could frame every single one of those pictures.

SHEILA M. STACK  
Brookfield, Conn.

Sirs:

If I were a Californian I would vote for Congressman Holifield—even if he were a Democrat. Any man who can practice the golden rule as Holifield did is certainly worthy of the public's trust.

F. C. HERVEY  
Appleton, Wis.

• A Democrat who has served five terms in the House, Holifield will run for his sixth this fall.—ED.

Sirs:

"The Congressman and the Baby" reminded me of the arrival from Germany in 1949 of our Gordon, who is now 6 years old. The child in your story shows the same wearied and bewildered expression, the same reluctance to go off with strangers.

Gordon has long since happily accepted his American surroundings and delights in telling of his arrival by airplane instead of by stork. Here are pictures of him then and now.

MRS. EVELINA J. RITTER  
Falls Church, Va.



GORDON, 1949



GORDON, 1952

CONTINUED ON PAGE 10

## Eyes tired?

**MURINE**  
brings  
quick relief



Enjoy wide-awake eye comfort in seconds—with just two drops of Murine in each eye. Use Murine as often as you wish. Its seven tested ingredients cleanse and soothe your eyes as gently as a tear. Keep Murine always handy, both at home and where you work, because Murine makes your eyes feel good!

**MURINE**  
for your eyes



**BETTER LIVING**

... at new low cost!

Join thousands of happy, worry-free and rent-free New Moon owners. Move to top paying jobs, enjoy travel and vacation fun—a home completely furnished and ready to live-in, including kitchen, bath and automatic heating system. Own a New Moon on our rent-like payment plan and enjoy all the comfort and advantages of genuine home ownership at once.

**Free!** Write today for literature describing the complete line of New Moon apartment homes.

Member of  
**REDMAN TRAILER CO.**  
10 BRIDGE ST., ALMA, MICH.

**PHILLIPS'**  
**MILK OF MAGNESIA**





# I'm FREE as a bird!

*with my*

## Westinghouse

### FROST-FREE\*

100% AUTOMATIC DEFROSTING REFRIGERATOR



... of course,  
it's electric!

## YOU, TOO, CAN BE FREE

from ALL defrosting work and mess!

- No water to empty
- No frozen foods to remove
- No frost to scrape
- No clocks or timers to set

FROST-FREE defrosts so fast . . . stays so cold . . . even ice cream keeps store-hard *always*. It never thaws and refreezes. In fact, FROST-FREE frees you of *all* food-keeping worries. You'll like the big amount of food it holds, Shelves-In-The-Door, Butter Keeper, and other features. See the great FROST-FREE Refrigerators at your Westinghouse retailer's today. Westinghouse Electric Corporation, Mansfield, Ohio.

\*Trade-Mark: U. S. Patents Issued, Nos. 2,324,309 and 2,459,173



MODEL DFD-104



FULL-WIDTH FREEZE CHEST



ROAST-DEEP MEAT KEEPER



EXTRA-SIZE HUMIDRAWERS

Know the score  
**BEFORE** you buy  
Take the Frost-Free Freedom Quiz  
at your Westinghouse retailer's  
today. You'll learn what to look  
for in your next refrigerator.



... Only Westinghouse brings you complete coverage of four-month political campaign over CBS television and radio.

## YOU CAN BE SURE...IF IT'S Westinghouse

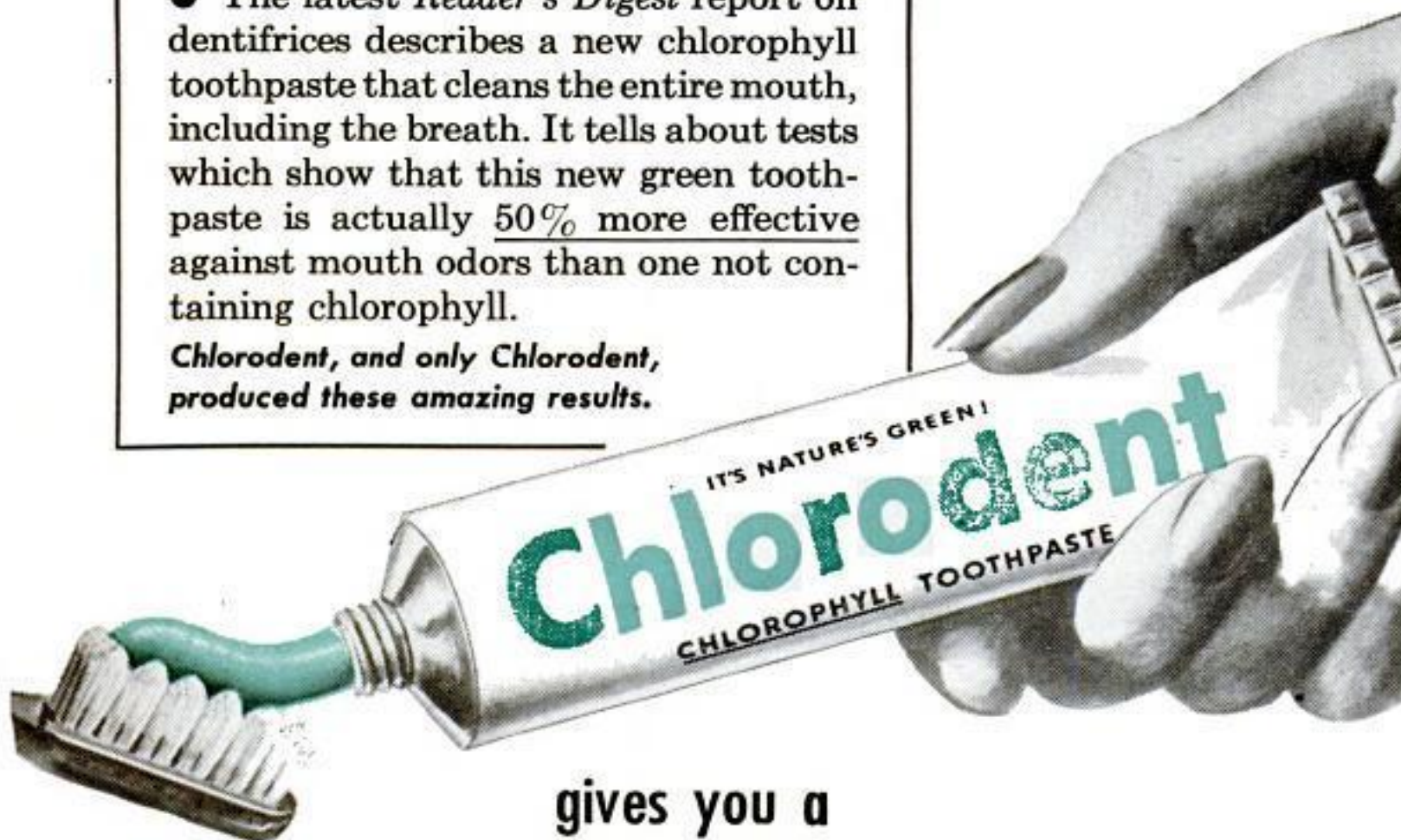
Every Week on TV see . . . WESTINGHOUSE STUDIO ONE Summer Theater



# Here's the new green toothpaste with miracle chlorophyll you read about in Reader's Digest...

● The latest *Reader's Digest* report on dentifrices describes a new chlorophyll toothpaste that cleans the entire mouth, including the breath. It tells about tests which show that this new green toothpaste is actually 50% more effective against mouth odors than one not containing chlorophyll.

*Chlorodent, and only Chlorodent, produced these amazing results.*



gives you a

Clean

Chlorodent was used in hundreds of tests on people with bad breath. When they brushed their teeth with Chlorodent, their mouth odor disappeared. Two hours later, their breath was still clean in 98% of the cases. Four hours later (end of the tests), 74% were still free of bad breath. By using Chlorodent regularly—preferably after meals—you can be free of mouth odor all day!

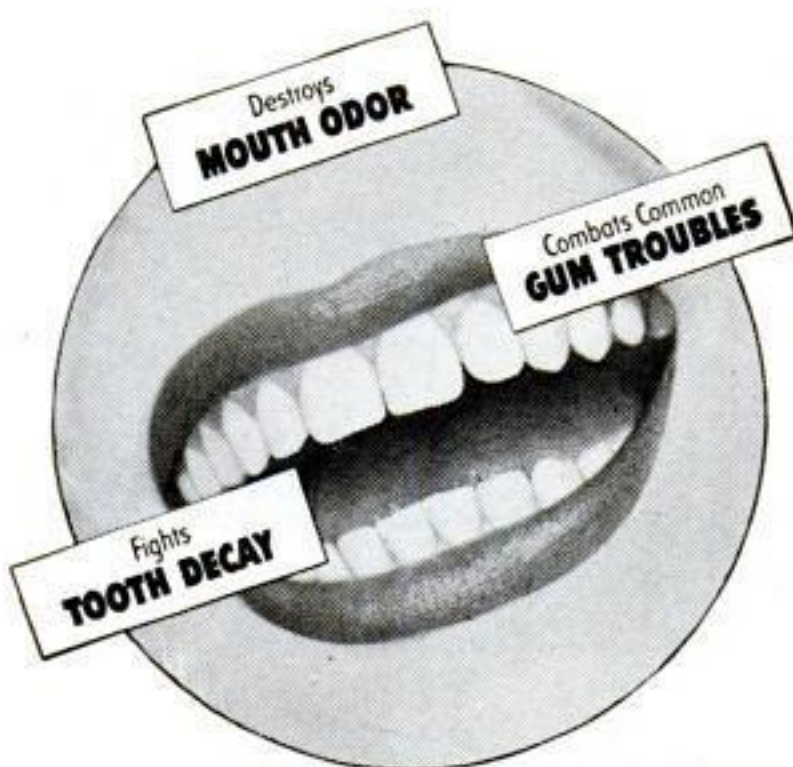
#### Combats common gum troubles

An estimated 50% of all tooth loss can be traced to conditions which start with sore, bleeding gums. Chlorodent promotes the growth of firm, healthy-pink tissue. If you have tender gums, you will want to use Chlorodent for its fast relief of this condition alone!

#### Fights tooth decay

Chlorodent greatly reduces the mouth acids that "eat" into tooth enamel. It helps combat the bacteria which cause these acids. And it keeps your teeth so clean that bacteria find it difficult to multiply on them. No toothpaste offers better protection!

You'll enjoy Chlorodent's fresh, minty flavor. Try it today!



When your toothbrush bristles are green, you know you are getting the full benefits of chlorophyll\*!

Chlorodent gives you this visible proof that active chlorophyll is at work. It tells you that your mouth, breath and gums are chlorophyll-clean! The performance and quality of Chlorodent are unconditionally guaranteed. If you are not entirely satisfied, return unused portion to Lever Brothers Company, New York, N. Y. Purchase price plus postage will be refunded at once.

\*water-soluble chlorophyllins

**Chlorodent**  
The chlorophyll dentifrice

## LETTERS TO THE EDITORS

CONTINUED

### IRON CURTAIN SPEECH

Sirs:

At a meeting of the board of trustees this afternoon, I was instructed to convey to the editors of *LIFE* the gratitude of the board for the generous and gracious thought of all of you in presenting the duplicate typescript notes that Winston Churchill used in making his now famous "iron curtain" address at Westminster College on March 5, 1946 to Westminster College for permanent location in the Reeves Library.

WILLIAM W. HALL  
President

Westminster College  
Fulton, Mo.

From Stettin in the Baltic  
to Trieste in the Adriatic,  
an iron curtain has descended  
across the Continent.

Behind that line  
lie all the capitals of the ancient states  
of Central and Eastern Europe.

Warsaw, Berlin, Prague, Vienna, Budapest,  
Belgrade, Bucharest and Sofia,  
all these famous cities and the populations  
around them

lie in the Soviet sphere  
and all are subject  
in one form or another,

not only to Soviet influence  
but to a very high and increasing  
measure of control from Moscow.

● At the invitation of Westminster College (425 students)—an invitation seconded by President Truman—Winston Churchill visited Fulton in 1946 to deliver a lecture and receive an honorary degree. In his most important postwar speech he made a plea for Anglo-American unity and first used the famous phrase "iron curtain." The editors of *LIFE*, which has been publishing Churchill's memoirs, acquired the only duplicate copy of this historic document, which is unique because it contains Churchill's last-minute corrections in his secretary's shorthand. This copy was presented to Westminster's library, along with a letter from Churchill and his secretary identifying it. Churchill himself retains the original. A page from the typescript is presented above, its sentences broken into sharp phrases as an aid to delivery.—ED.

CONTINUED ON PAGE 13

Please send



to \_\_\_\_\_ name  
\_\_\_\_\_ address  
city \_\_\_\_\_ zone \_\_\_\_\_ state \_\_\_\_\_

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# Kool-Aid

In the ICE BOX by the  
Pitcher Full



BUY 6 Pkgs.  
and SAVE  
On Soft Drinks!

Six packages of Kool-Aid make 12 quarts of cold, delicious beverage. At 5¢ a package, think of the big savings in soft drinks! Don't run out; when you get down to 2 packages, Buy Six and SAVE! Six refreshing flavors.



AT GROCERS 5¢

KOOL-AID® PERKINS PRODUCTS CO. © 1952 P.P.CO.

## FIGHT HEARTBURN, ACID INDIGESTION 3 WAYS

AT THE  
SAME  
TIME



Here's why you feel fine so quickly when you take Tums for gas, heartburn, acid indigestion:

1. Tums neutralize excess stomach acid fast.
2. Tums relieve the pain of heartburn, gas without over-alkalizing.
3. Tums soothe and settle upset stomach.

Get Tums today. Still only 10¢ a roll; 3-roll box 25¢.



GUARANTEED  
TO CONTAIN NO SODA

FOR THE  
TUMMY

✓ TRY ONE OR TWO TUMS AFTER BREAKFAST  
SEE IF YOU DON'T FEEL BETTER





**MENNEN BABY POWDER**  
It's borated; has super-silken texture; delicate scent. Helps prevent and relieve many irritations.  
25¢, 49¢

*Blessed  
Event*

*...and thrice-blessed if you care for  
that rose-petal skin  
the doctor-approved Mennen way*

Why trust baby's delicate *skin* to anyone less than an expert? Mennen has specialized in baby products since 1880, and there IS no purer baby care than Mennen care. Your doctor will tell you so.

**MENNEN**

*Baby Specialist  
since 1880*

ALL ITEMS  
TAX FREE



**MENNEN  
CASTILE SOAP**  
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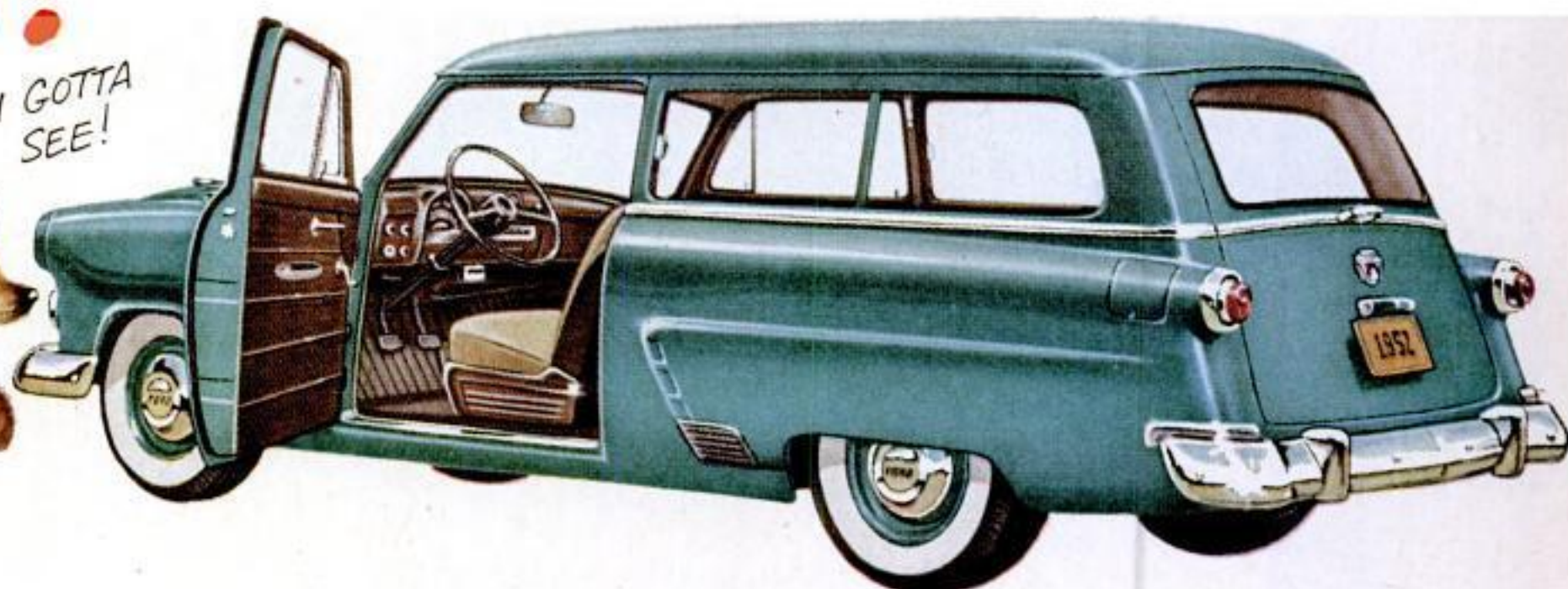




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## LETTERS TO THE EDITORS

CONTINUED

### REVENGE ON THE LOUVRE

Sirs:

In your article on the Cognac sale in Paris you say it was "the greatest art auction of this century." May I call your attention to the Elbert H. Gary sale in New York in April 1928, during which 39 pictures auctioned off in just one hour brought in \$1,154,650. This was more than the 63 paintings brought in the Cognac sale.

ABRIS SILBERMAN

New York, N.Y.

- The Cognac sale, which realized almost \$1 million, fell barely short of the Gary sale.—ED.

### ALICE AUSTEN DIES

Sirs:

Many of your readers may recall your nostalgic picture story last year on "The Newly Discovered Picture World of Alice Austen" (LIFE, Sept. 24, 1951), which brought to light this early woman photographer's remarkable work. Perhaps they will also remember that Miss Austen was found, penniless and quite unknown, in a poorhouse on Staten Island, New York, where in the '80s and '90s she had lived—and photographed—a forgotten elegance. With funds paid by LIFE, we were able to move her into a home on the island. There, on June 9, having enjoyed almost a year of comfort and sudden fame, this fine old-fashioned lady died peacefully, while sitting on the porch, at the age of 86.

OLIVER JENSEN

Picture Press Inc.  
New York, N.Y.

### REVOLT OF AN ANGEL

Sirs:

During the four days Vittorio Manunta ("Revolt of an Angel," LIFE, June 2) visited Philadelphia I was his official escort. We made an exhausting round of TV stations, radio stations, newspapers and interviews with VIPs. I was so wrung out at the conclusion of this tour that I went away to rest for a few days.

Vittorio is an endearing and lovable child who seeks only to please. Certainly there are moments when he lets off steam. Photographer Eisenstaedt must have caught him at the tail end of the four-city tour.

MURIEL G. HARRIS

Broomall, Pa.

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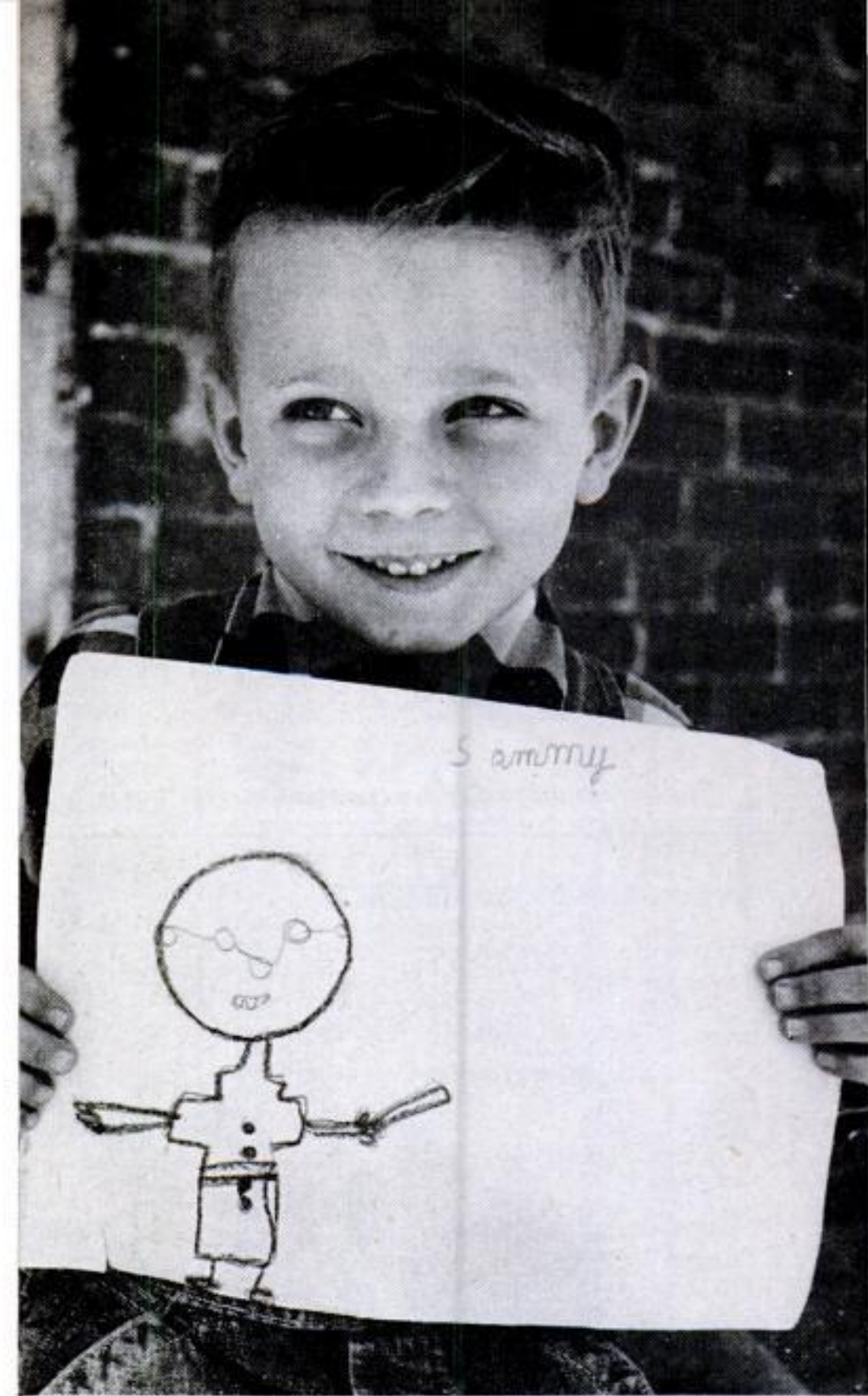




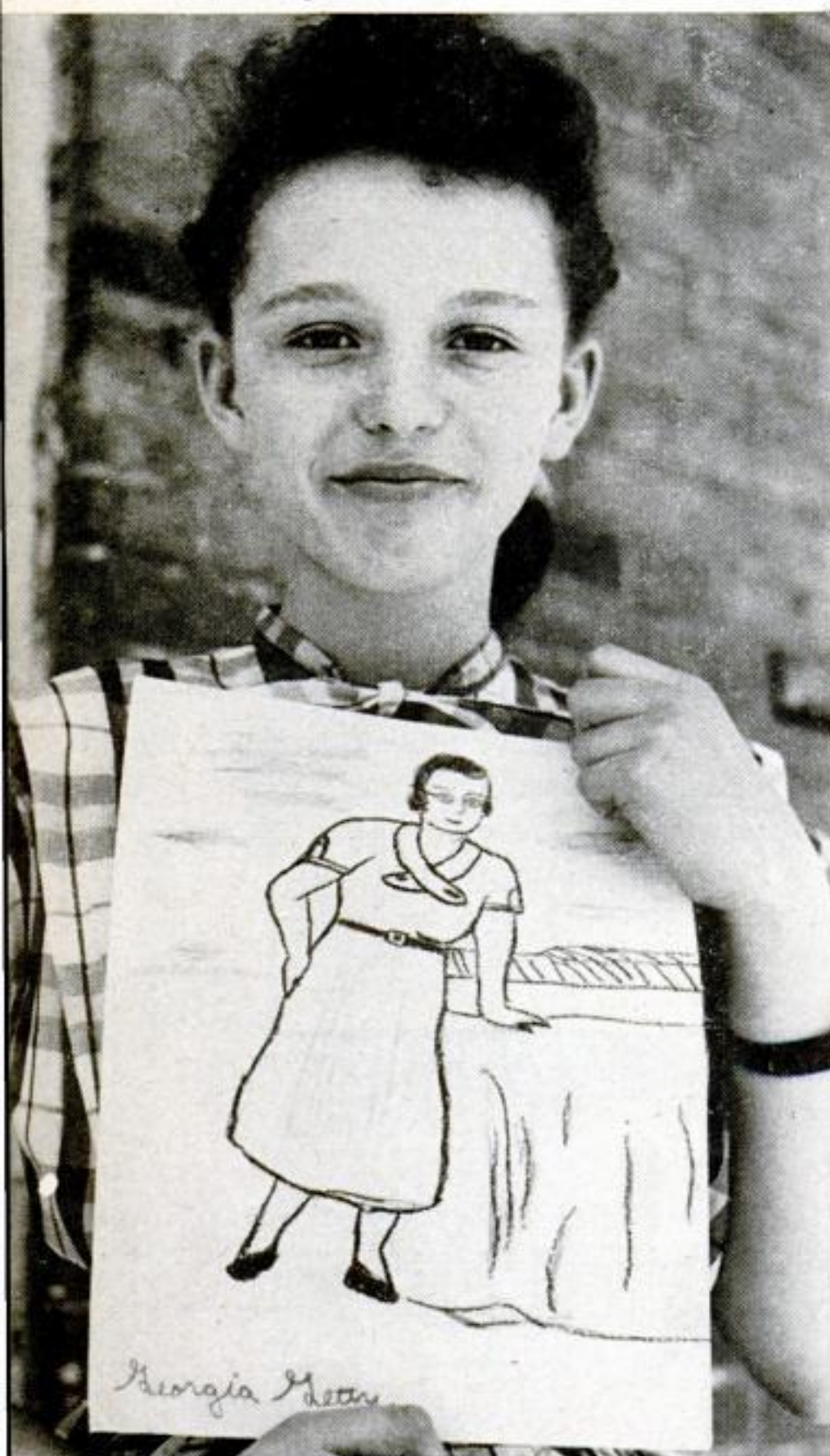
MARY ELLEN BEASLEY, 13, 8th grade



CAROL ENGROFF, 12, 7th grade



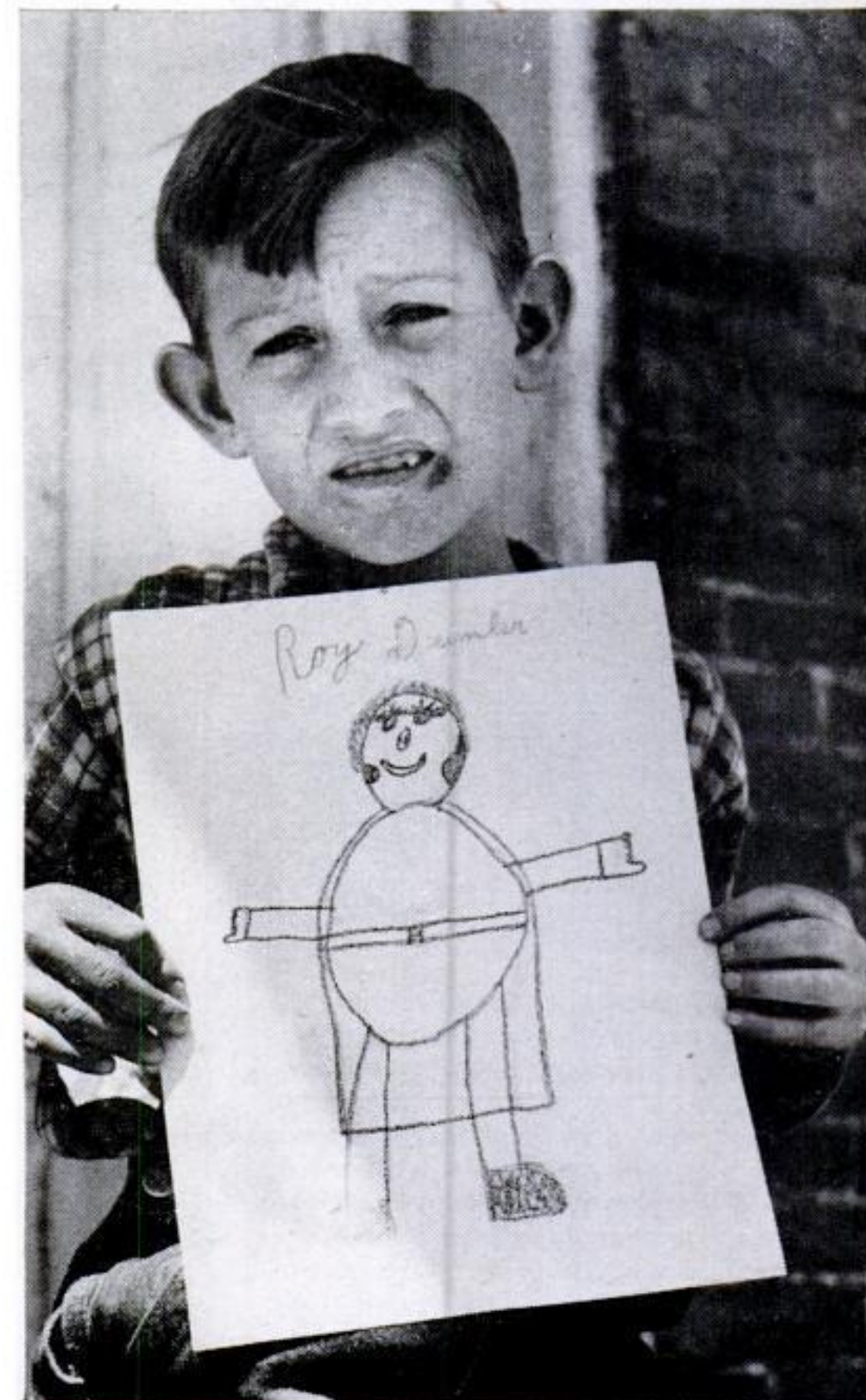
SAMMY SCHIFFLER, 6, 1st grade



GEORGIA GETTY, 13, 6th grade



VICKI FACKLER, 6, 1st grade



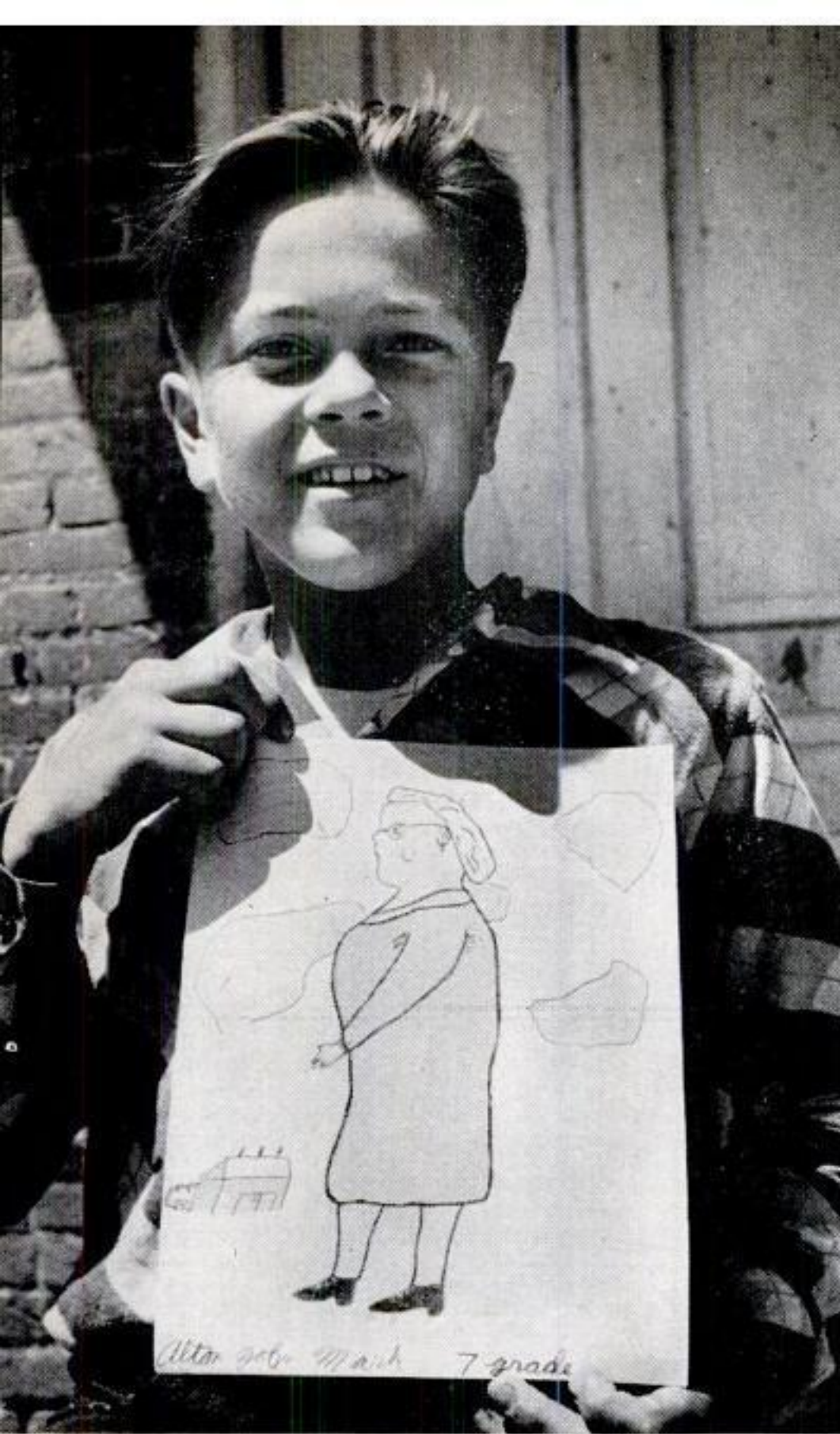
ROY DEIMLER, 9, 3rd grade

## SPEAKING OF PICTURES . . .

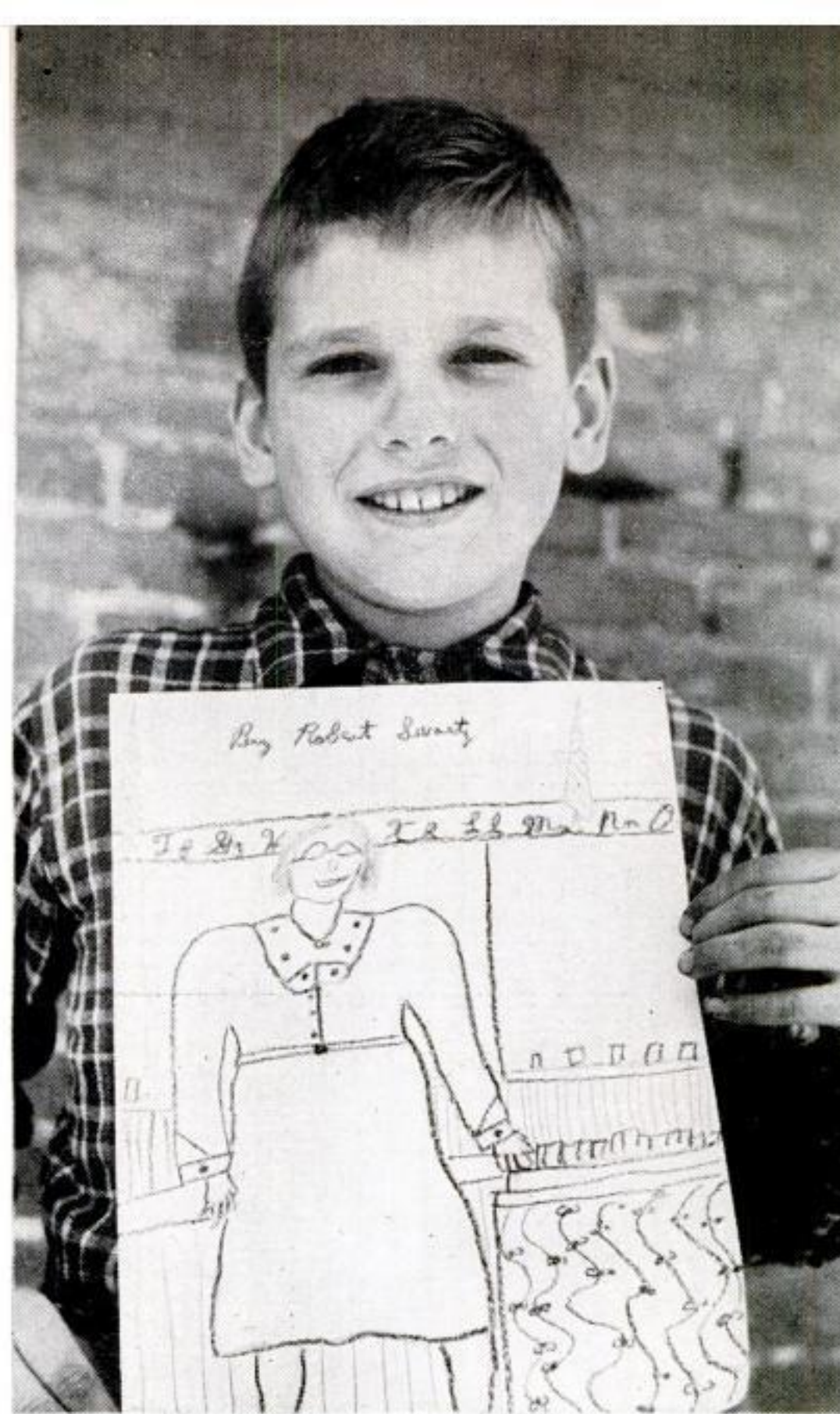
Pupils in a one-room schoolhouse draw realistic portraits of 300-pound teacher

Mrs. Eva Groninger, who teaches all eight grades in a one-room school at Hoernerstown, Pa., is a lovable 300 pounds and not self-conscious about her weight. During the wartime fat shortage she offered to give a party for the children of Hoernerstown (pop. 80) if they would outweigh her with a collection of fat—and delightedly gave the party when they came up with 860 pounds. When it was suggested recently that her 33 pupils have an exercise in drawing, she immediately offered herself as a model. "And draw me any way you want to," she said.

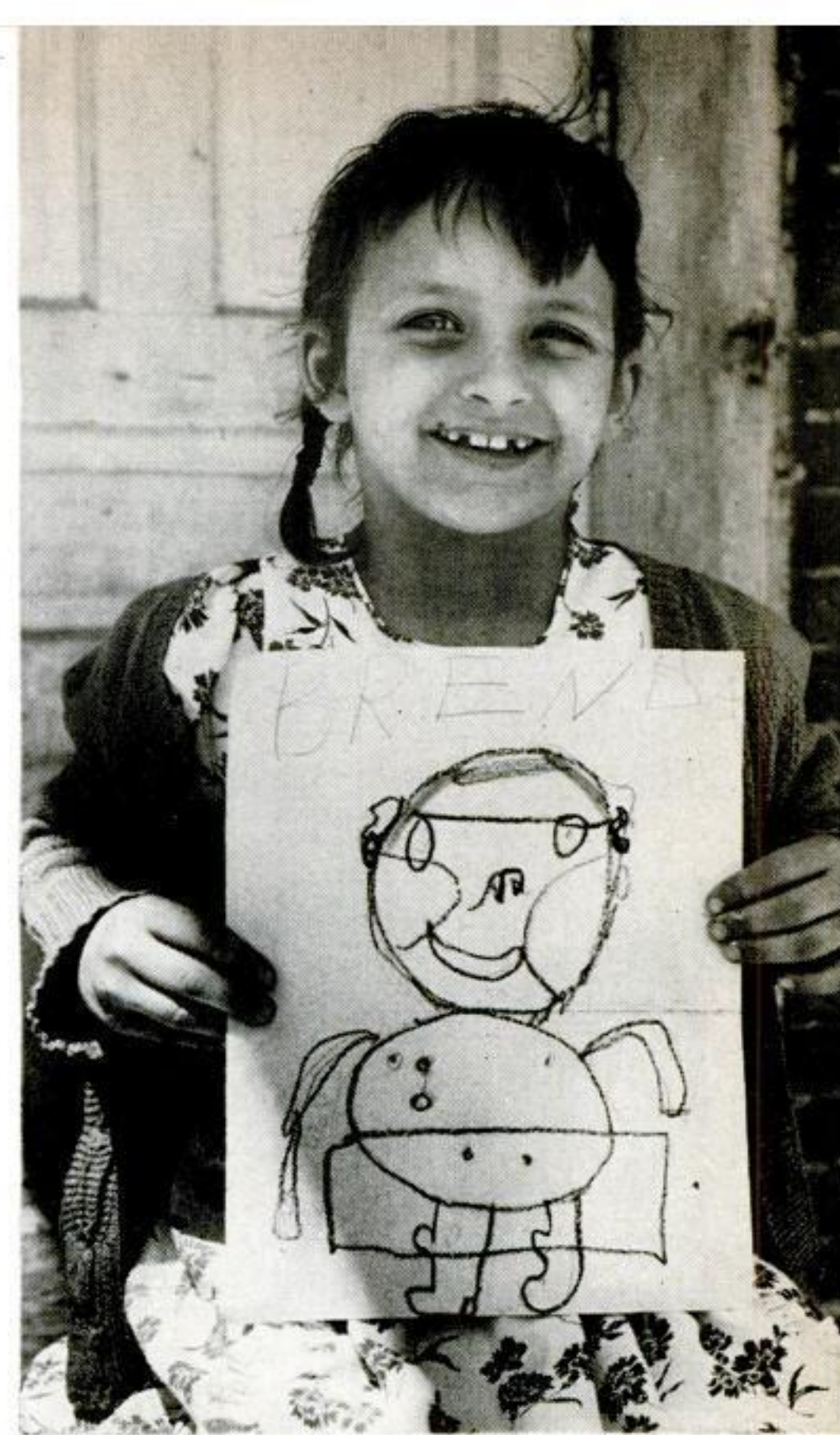




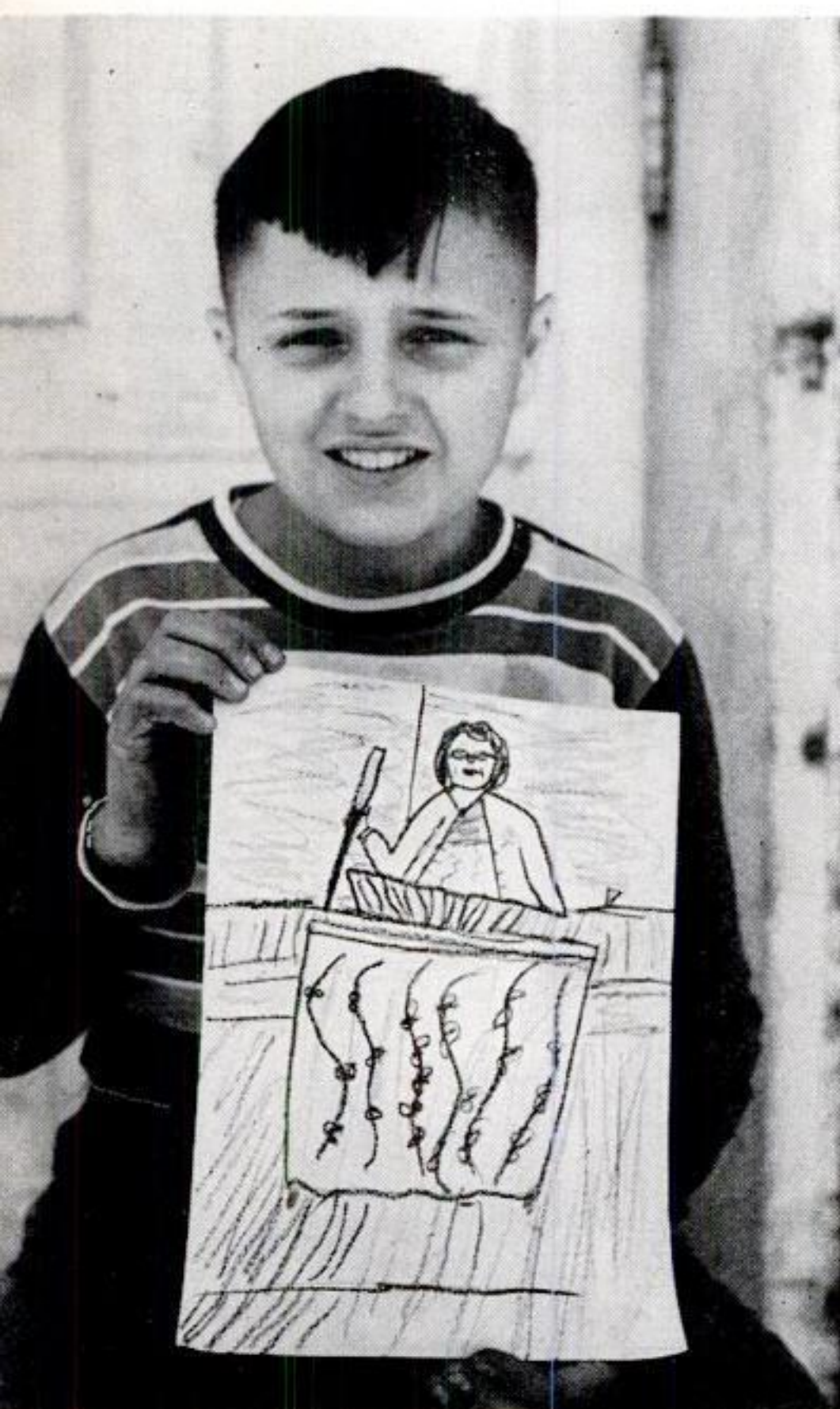
ALTON JOHN MARK, 13, 7th grade



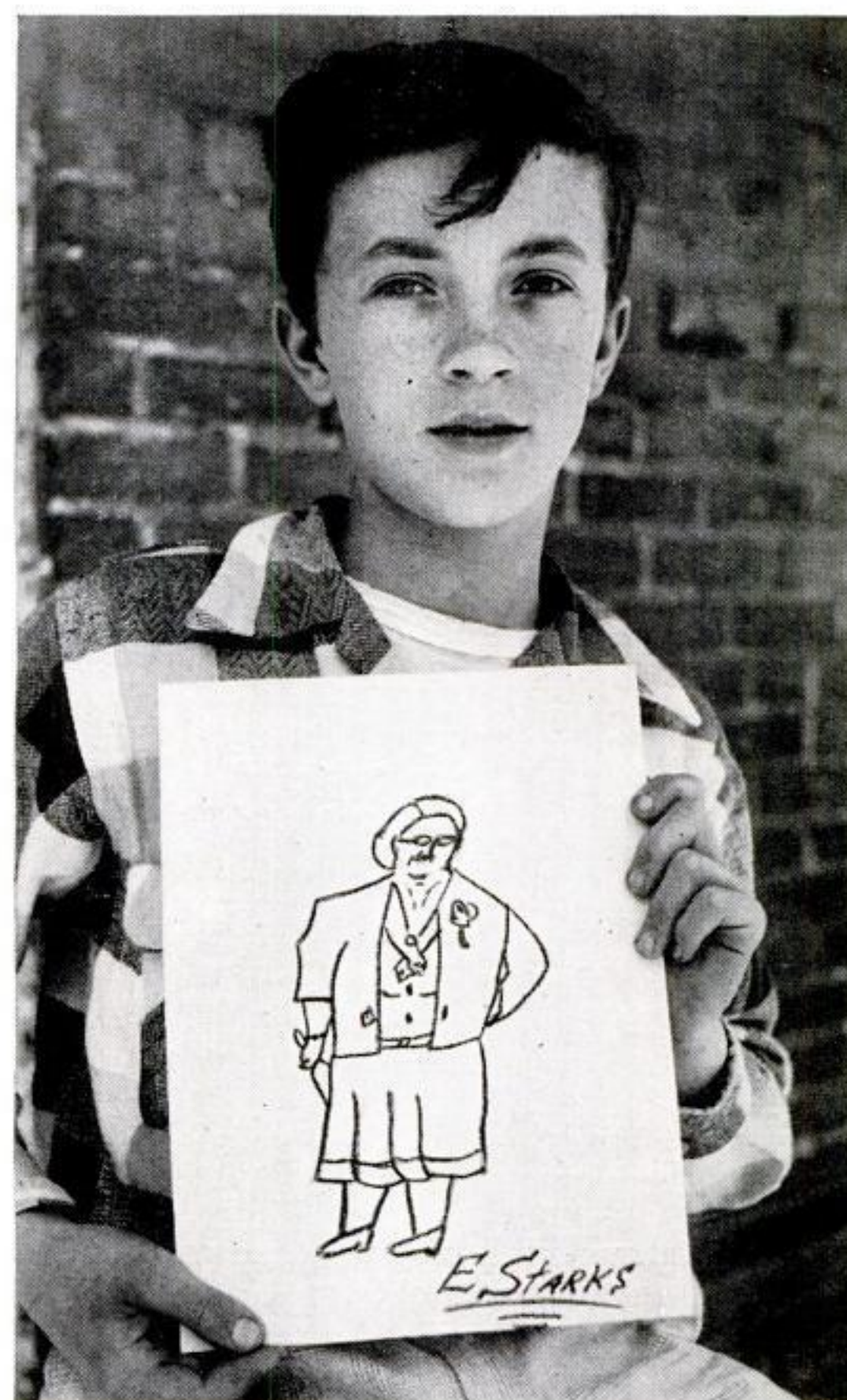
ROBERT SWARTZ, 13, 7th grade



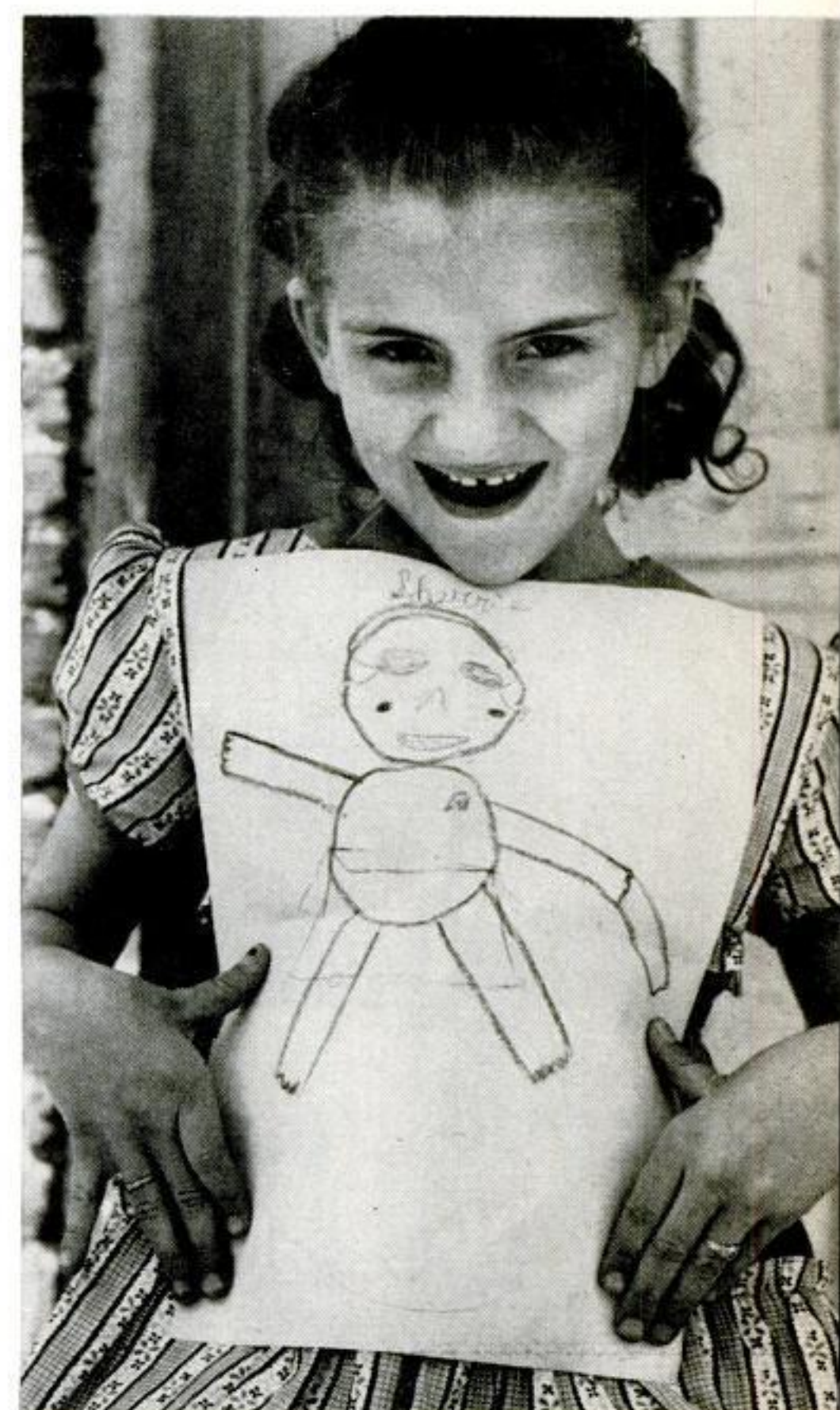
BRENDA FACKLER, 8, 3rd grade



BILLY WHITEHAUS, 13, 7th grade



ENARS STARKS, 13, 6th grade



SHERRIE WERT, 6, 1st grade

Normally Mrs. Groninger sits at a table, decorated with a flowered curtain. Billy Whitehaus drew her in this position. But Robert Swartz asked her to stand up. "I can't draw your feet when you're sitting down," he said. Mrs. Groninger was so pleased with the pictures, shown here with the artists, that she displayed them for her assistant superintendent, saying, "And you know, they haven't had any art lessons." But one pupil was embarrassed at drawing her so realistically. "Don't get cross, Mrs. Groninger," she said. "We love you just the same."



**THE TEACHER,** Mrs. Groninger, uses hand bell to summon the pupils to class because bell atop school is usually stuck and cannot be depended upon.



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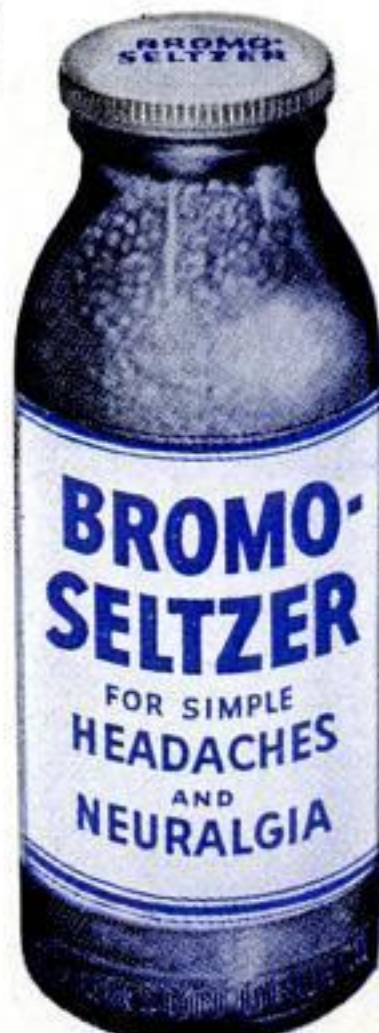
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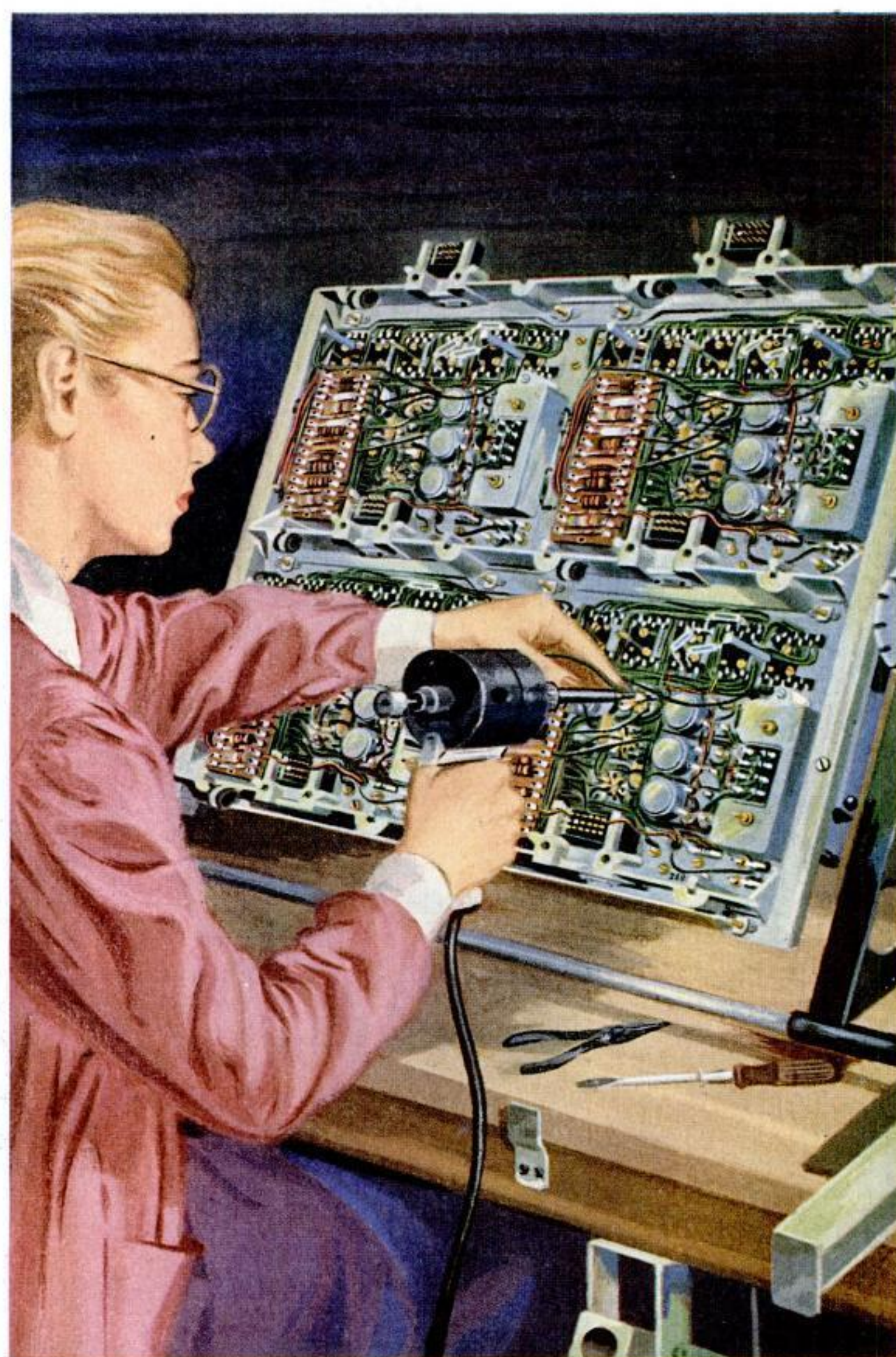
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The circular-cut belted sundress on the cover this week is one of the latest numbers in the summer mail-order catalogs (pp. 71-74). When introduced (LIFE, June 11, 1951) the style was a novelty and cost \$7.95 in retail stores. Established now as a fashion, it is sold by Sears, Roebuck for \$3.49 in checked rayon. Wearing it is Rosemarie Bowe, a 19-year-old native of Tacoma, Wash. who is in Hollywood trying to become a movie actress. To help her career she shortened her name, changing Rosemarie to Laura. But this made it sound too much like Clara Bow. So she is now Rosemarie again.

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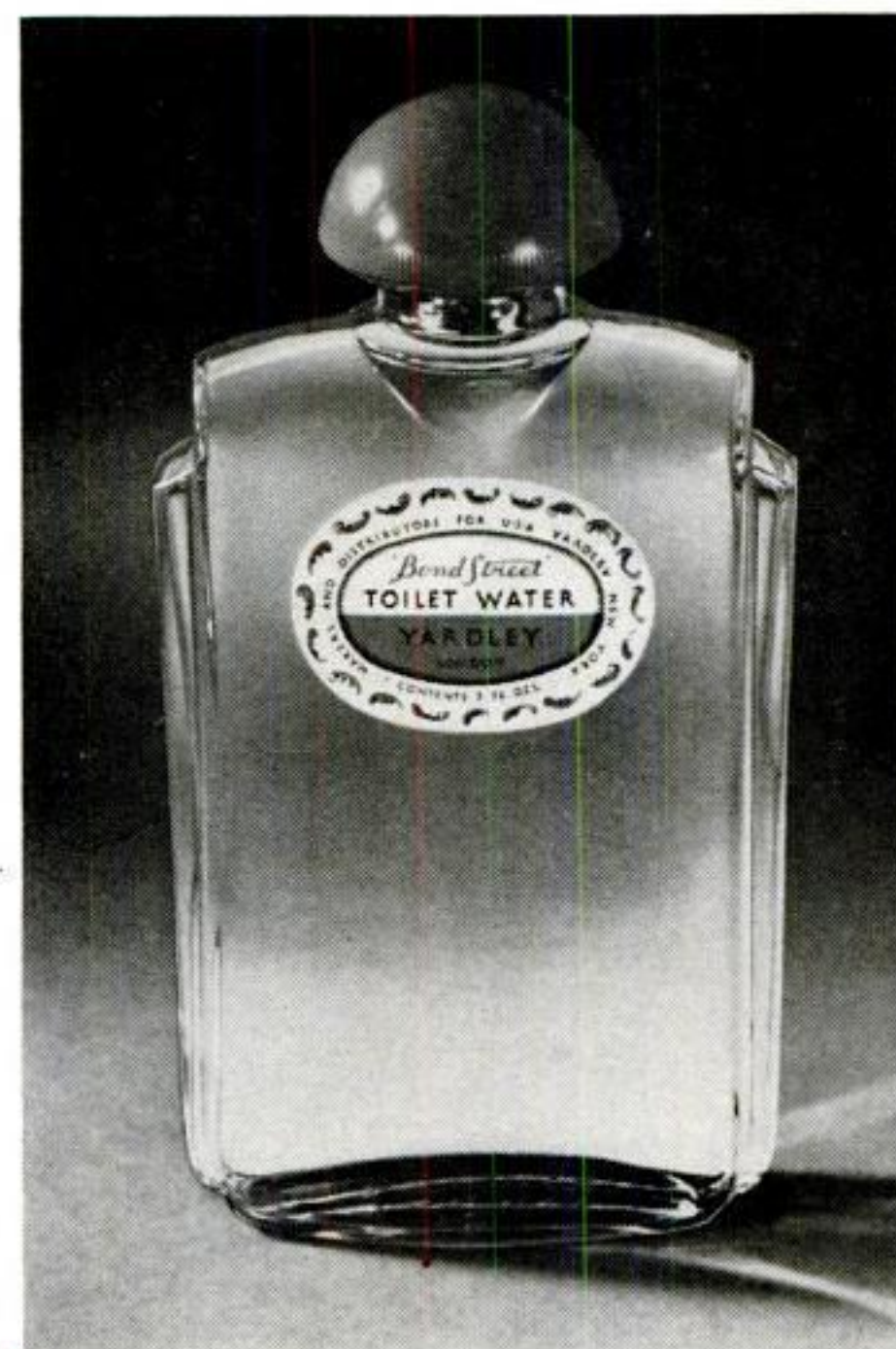
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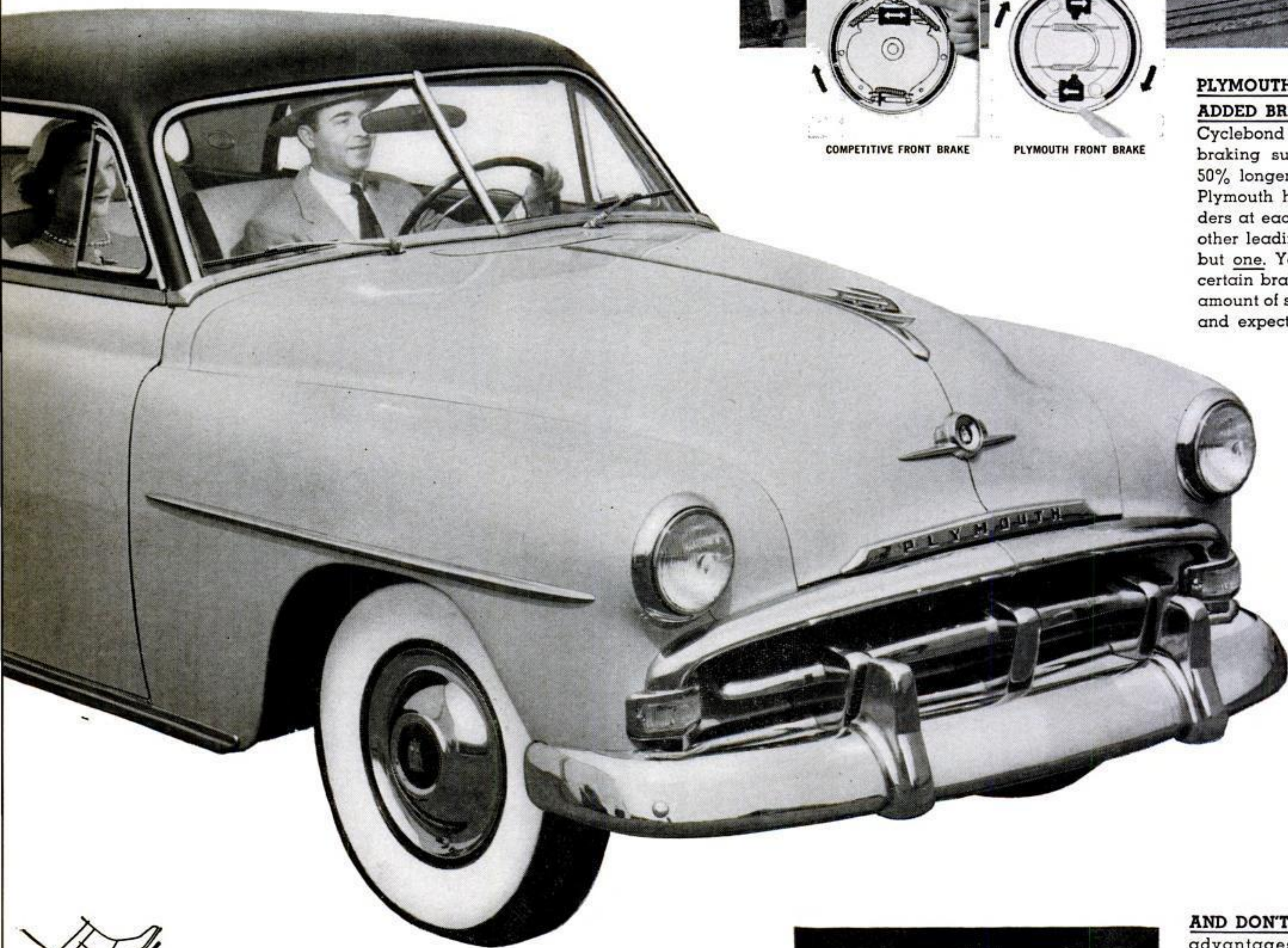
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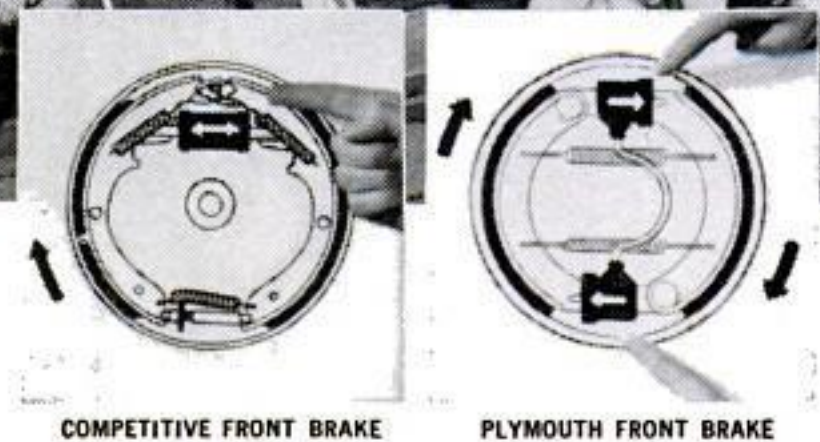
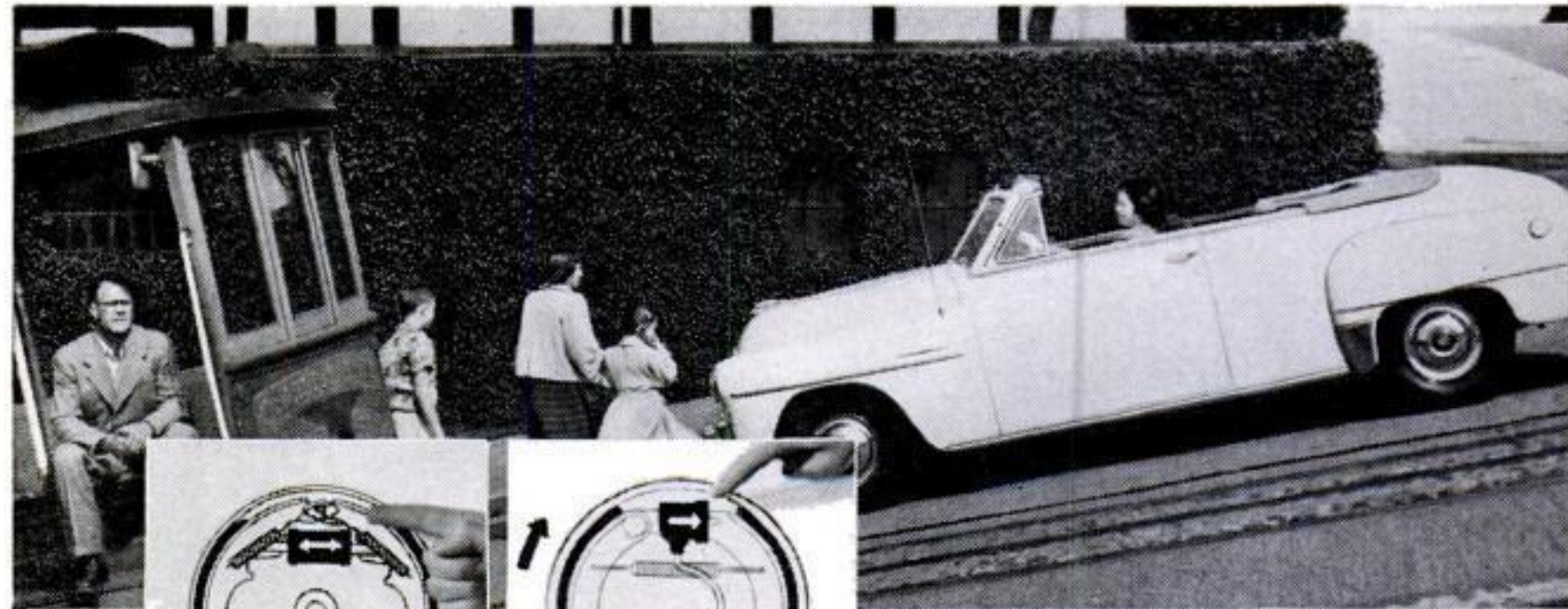
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**ADDED BRAKING** power with new Cyclebond linings that have more braking surface (and wear about 50% longer) than the riveted type. Plymouth has two hydraulic cylinders at each front brake, where the other leading low-priced cars have but one. You have smoother, more certain braking control—always the amount of stopping power you want and expect.

**PLYMOUTH OFFERS THE NEW GLIDING RIDE** of Automatic Overdrive\*. At any speed over 25, just let up on the accelerator and you're sailing along at the same speed with engine revolutions 30% less—which saves gasoline and wear. For sudden acceleration, just "step down" on the gas pedal and you're instantly back in conventional gear.

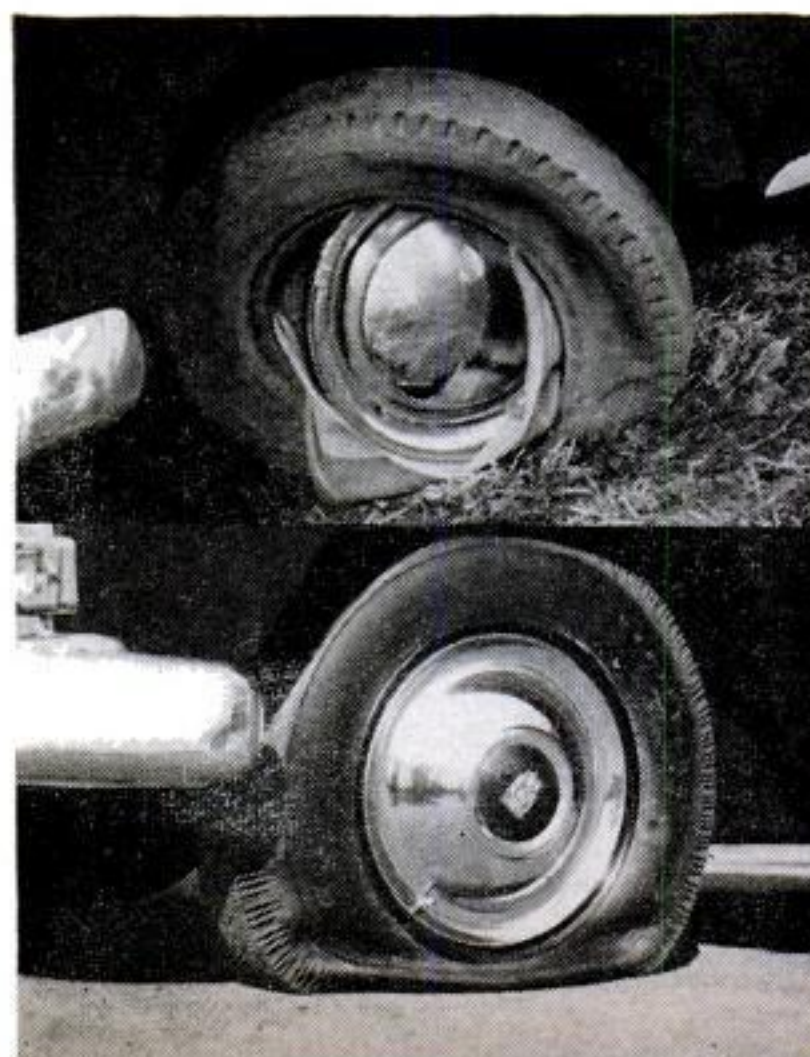
**SERVICE**, if you ever need it, is easier for Plymouth owners, too. It's the car with dealers in more places (over 10,500), and more trained servicemen than any other make. Why not get acquainted with the new Plymouth—and the Plymouth dealer nearest you?



**AND DON'T FORGET** all the other advantages that only Plymouth offers in the lowest-priced field. For example, the peace of mind that comes from Safety-Rim Wheels. In case of a blowout, special retaining ridges hold the deflated tire firmly on the rim, so you can bring the car to a safe, controlled stop.

← TIRE ON ORDINARY RIM AFTER BLOWOUT

← TIRE ON SAFETY-RIM AFTER BLOWOUT



Equipment and trim are subject to availability of materials

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan

\*Solex Safety Glass and Overdrive optional at moderate extra cost

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# LIFE

Vol. 32, No. 25 June 23, 1952

## THE 1912 OVERTURE TO 1952

On a warm day in Chicago, just 40 years ago, an angry man rose to his feet at the Republican National Convention. "The steamroller," he shouted, "is exceeding the speed limit." He meant the political steamroller powered by the Old Guard machine. Clanking ahead with the backers of William Howard Taft at the controls, it was ruthlessly crushing the nomination chances of Teddy Roosevelt, the public's favorite. Heedless and efficient, the machine rumbled on to nominate Taft, split the party and lose the election to Woodrow Wilson. To many U.S. Republicans last week the echoes of that ancient steamroller sounded like an ominous overture to the 1952 convention.

In old cartoons William Howard Taft had the controls. The '52 model was steered by his son, Robert, and was set to flatten Eisenhower. His tightly knit Old Guard organization had already made itself felt in Southern states where pro-Taft committeemen had accredited pro-Taft slates of delegates, ignoring legally chosen Eisenhower delegates (LIFE, June 9). Then on June 10 the Tafts showed their real strength. Meeting in Chicago, the Republican Committee on Arrangements assured Taftmen of control of the convention machinery by boldly putting Taft advocates in key posts—General MacArthur as keynoter, Herbert Hoover as guest speaker, William Hallahan as temporary chairman. The Eisenhower forces, desperate and aroused, prepared to go over the committee's heads and appeal to the convention itself.

TAFT STEAMROLLER: 1912



THE N.Y. TIMES, JUNE 23, 1912

TAFT STEAMROLLER: 1952



RICHMOND TIMES-DISPATCH, JUNE 12, 1952





## The Chicago Daily Tribune

VOLUME LXXI—NO. 146 C TUESDAY, JUNE 19, 1912—TWENTY-EIGHT PAGES PRICE ONE CENT

### The Eighth Commandment: "Thou Shalt Not Steal."

COLONEL PINS  
FAITH ON 614  
VOTES AT START

Roosevelt Manager Says

"A NAKED ISSUE OF RIGHT OR  
WRONG."

The convention is not the national committee.  
It is bound neither in law nor morals to adopt the decisions  
of the national committee.  
On the contrary, it is bound to reverse those decisions  
wherever they are wrong.  
The convention is responsible solely and directly to the  
party.  
The convention is superior to the committee, as the party  
is superior to the convention and the committee.

BATTLE TODAY  
MEANS REFORM  
OR NEW PARTY

Progressives Fight for

ROOSEVELT WARNS OF PERIL TO NATION;  
THROUGH ACCLAIMS HIS FIGHT FOR RIGHT

Col. Roosevelt States the Issues;  
in the War for the People's Rights.

5,000 HEAR HIM

IN AUDITORIUM

**BITTERNESS OF 1912** is recalled by headlines from the *Tribune* (for Robert Taft in 1952) and by Roosevelt's Congress Hotel speech in which he too

cited the Eighth Commandment. Two nights later he rallied his supporters with the now famous: "We stand at Armageddon and we battle for the Lord."

## TWO TAFTS' TACTICS MADE TEMPER TOUCHY

The charges that flew between Taftmen and Ikemen last week rang like echoes from the past. Storming into Chicago in 1912 in the belief his candidacy would save the nation from another term under his political enemy, William Howard Taft, Theodore Roosevelt had climbed out on the parapet of the Congress Hotel (above). Teeth clicking in anger, he told the cheering crowd, "Chicago is a mighty poor place in which to try and steal anything." Then he and his backers went to work to see that their delegates' seats were not stolen. But Taftmen, under the temporary chairmanship of Elihu Root, controlled the convention machinery; of 254 contested delegate seats, 235 went to Taft. Roosevelt bolted the Republican party to run on the Bull Moose ticket. He polled four million votes and carried six states. Taft polled 3.5 million

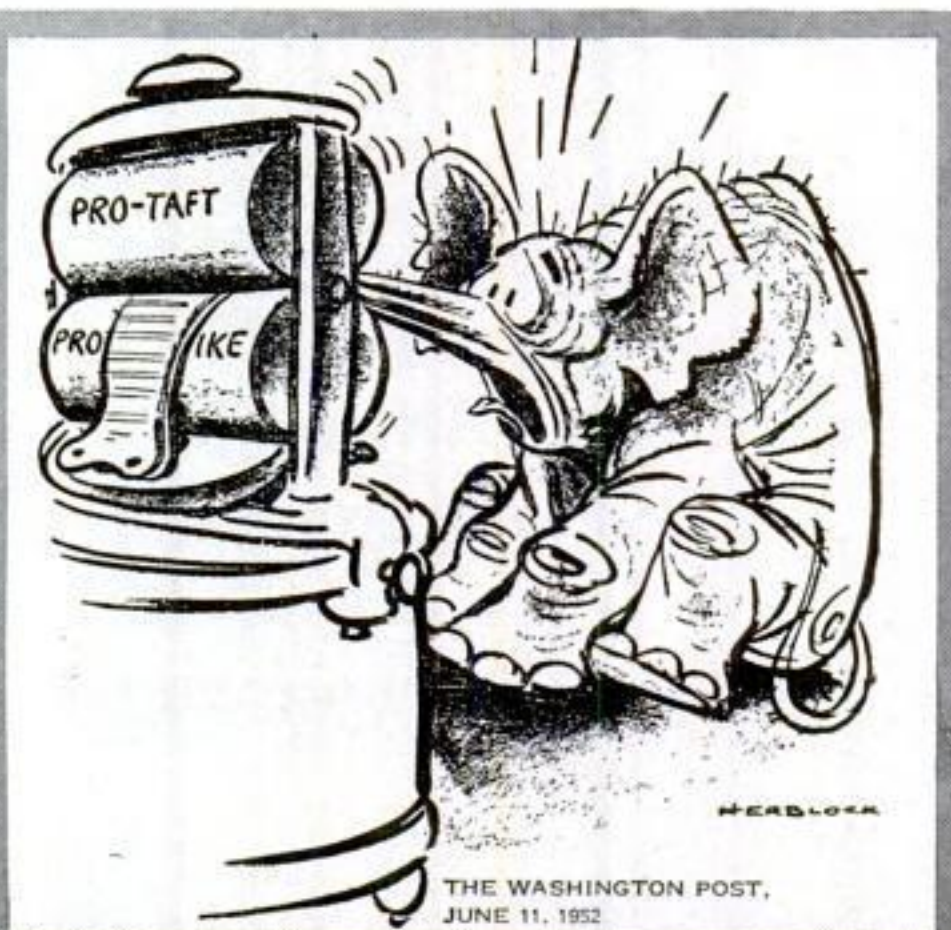
votes and carried two states. Wilson, polling six million votes, won 40 states and the election.

This year's political infighting at Chicago promises to be as dramatic as it was 40 years ago. Meeting in downtown hotel rooms (at extreme right), the pro-Taft arrangements committee established its members in every worthwhile post, even down to Chief Doorkeeper.

The thing that brought loud protests from the Ikemen was the appointment of pro-Taft Walter Hallanan of West Virginia as temporary convention chairman. But they protested more when the national committee decided the district delegate seats now in dispute must be settled by the state committees, most of which had already sent pro-Taft delegates. Amid an angry clamor both candidates went out among the delegates to explain or defend their position.



**OLD AND NEW SQUEEZE** on G.O.P. elephant has inspired cartoons. One (left), published in 1912,

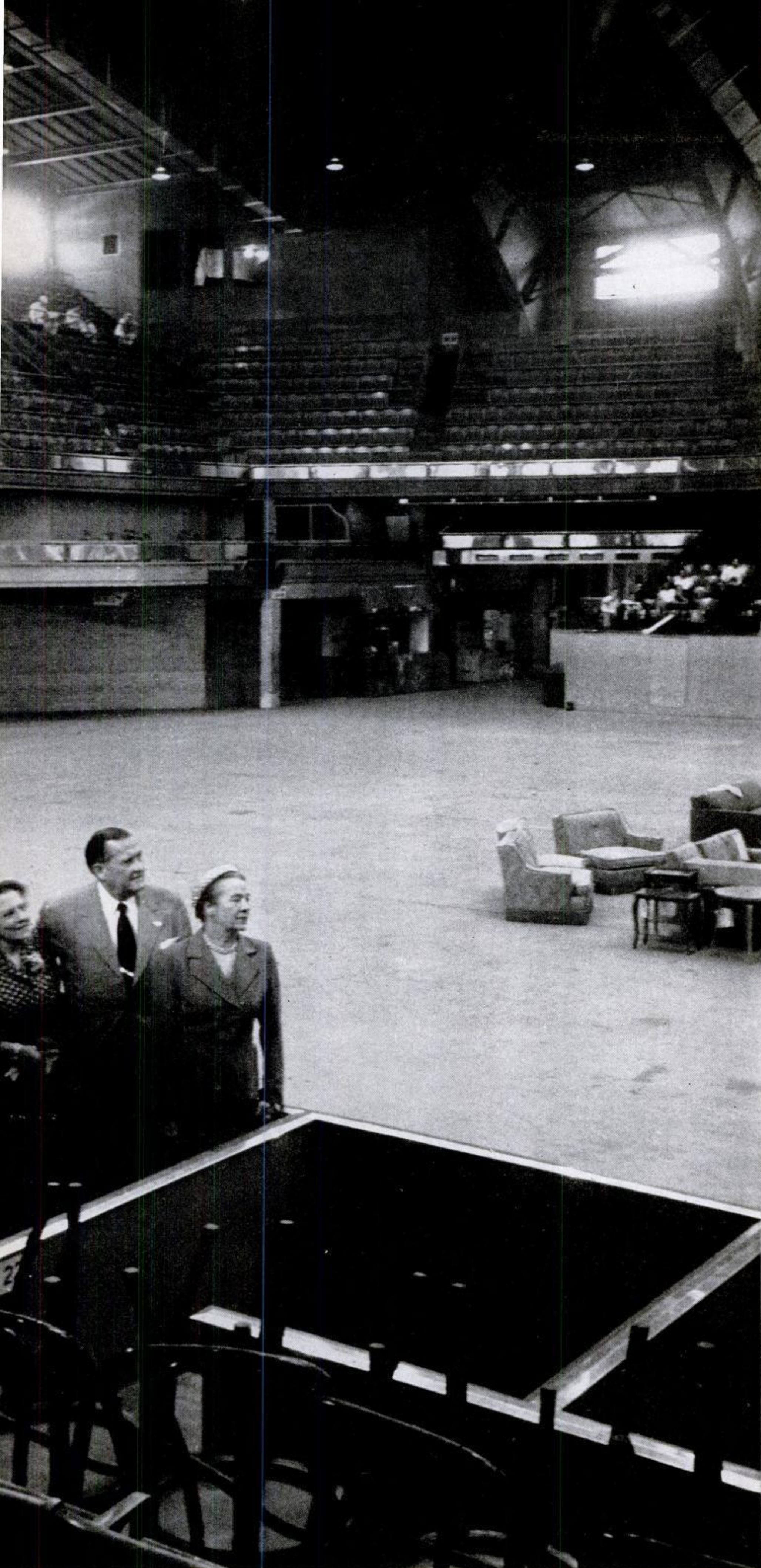


shows Roosevelt and W. H. Taft pulling strings. The other (last week) shows elephant's troubles this year.



**EXPECTANT INSPECTION** finds the arrangements committee looking over convention amphi-





theater. From left: G. Mason Owlett, Pennsylvania committeeman; Clarence Brown, Taft's floor man-

ager in '48; Mrs. Cecil Harden of Indiana; Chairman Hallanan, Committeewoman Mrs. Charles Howard.



**HUDDLING**, Brown, National Chairman Guy Gabrielson, Hallanan and Carroll Reece plot strategy.



**NOMINATING MacARTHUR**, Mason Owlett speaks while Reece (*left*) and Hallanan clap hands.



**SIGNALING VICTORY**, Committeewoman Bertha Bauer says Taft has won convention control.





**IMPROMPTU FENCE CLIMB** was a part of Ike's inspection of his farm, the 189 acres of which are planted in corn, wheat, hay and oats on a rotation basis.



**A TALK WITH IKE** came for 81-year-old delegate John Townsend Jr., former U.S. senator, when Delaware G.O.P. delegation visited Eisenhower in New York.

## EISENHOWER ON A FENCE AND

With the opening of the Republican convention only three weeks away, the Taft-Ike box score of pledged delegates last week stood: Taft, 464; Eisenhower, 392. Needed to nominate: 604.

Eisenhower, having made a late start in his personal campaign, needed the large segments in several major state delegations. Those delegations included Pennsylvania, Michigan and California. Pennsylvania's Governor John Fine, who controlled most of his state's powerful 70-vote delegation, would not announce his choice. Michigan was largely uncommitted. California, which is generally regarded as strong Eisenhower territory once it casts a first ballot vote for Favorite Son Earl Warren, might well split if, as was rumored, the Tafts planned to pick California Senator William Knowland as their man's running mate. To the Eisenhower forces it suddenly seemed much later than they had thought.

Eisenhower, in New York City at his Columbia University home, began politicking in earnest. Then, after five days of meetings with delegations from smaller states along the Atlantic seaboard, he played host to the vital Pennsylvania group at his modest, red-barned farm near Gettysburg, which he himself was seeing for the first time. He had looked and



**A CHICKEN LEG** was welcomed by Ike during farm lunch. The menu: chicken, ham, beef, salads.



**CALM LOOK** was given Eisenhower by one of his cows when he briefly toured his acres, accompanied

by many newsmen. The farm has 12 Holsteins, 10 Guernseys, 11 calves, 500 white Leghorn chickens.





**A TALK WITH BOB** came for Townsend when Taft (*right*) visited Delaware. Later Townsend said that he was for Taft. Left: Delegate Eugene Bookhammer.

## TAFT POUNDING A PAVEMENT

sounded good in New York; in a question-and-answer session at Gettysburg he was very good, answering queries about his views frankly, with a good-humored confidence that impressed much of his audience.

Meanwhile Senator Taft, working to protect and increase his lead with the emotionless and systematized style of a good club fighter, also came to New York to appear at a whirlwind series of glittering and packed meetings of political professionals and amateurs. Then he went on to former Senator C. Douglass Buck's big estate near Wilmington to woo the 12-man Delaware delegation, part of which was for Eisenhower and openly told the Ohio senator that, though it admired him, it did not think that he could win the November election. After the meeting, however, the Delaware delegation seemed to stand about as it had before: four for Taft, four for Ike, four undecided.

At week's end both sides were making loud, confident and contradictory claims about what would happen at Chicago—but both sides were still scrabbling for every last delegate. As the nomination fight went into its final rounds, the slugging grew heavier—and one of the contestants changed to a more open and unrehearsed style of battling (*next pages*).



**IMPROMPTU HANDSHAKE** with a voter occurred on Park Avenue when Taft walked with TV Actress Florence Pritchard to the "Belles for Bob" party.



**A CLOSE LOOK** was given Taft by one of the 2,500 who pressed into New York reception for him in the

Barclay Hotel. Only 400 were expected. This event followed Waldorf tea given by 500 "Belles for Bob."



**A HOT DOG** was not welcomed by Taft during the Barclay reception. He posed with it but didn't eat it.





**DETROIT RECEPTION** pleased Ike supporters at week's end as 40,000 came to see his performance

in Cadillac Square (above) and 10,000 appeared to cheer his Saturday night speech in Olympia Stadium.

From 1912 to 1952 CONTINUED



**IRRITATED** by Taft tactics, Senator James Duff voiced displeasure on television show *We the People*.

## A TOUGHER IKE SAYS

The Eisenhower forces realized that they must get realistic and tough.

The new realism showed when Ike himself went to work on the problems of winning the confidence and support of Governor Fine of Pennsylvania, Governor Theodore McKeldin of Maryland, and Arthur Summerfield, the Republican national committeeman for Michigan. These men, already ardently wooed by the Taftites, were not yet ready to give him their answer, and Ike could only hope that his spade-work had paid off.

The new toughness in the Eisenhower camp showed first in the blast which Ike's manager, Senator Henry Lodge, let loose at what he called the "shyster tactics" of the Taftmen in electing Hallanan. The Taft faction, said Lodge, was making the convention a "kangaroo court." Hallanan replied that Lodge was a "completely spoiled political child" and subject to political nightmares. Senator Duff joined the attack on Hallanan. "He is the man who rules on all contests," he growled. "That means we'll have as an umpire a man who is already a player in the game. . . . It is presumptuous to imagine the Republican party can accuse the Democratic party of corruption if the Republican candidate is nominated by corrupt methods."

Then Ike, casting off the earnest friendly manner of his early speeches, also became a tough



**CONSULTED** by Ike, John Foster Dulles (right) offered his services to party's foreign policy platform.





**AROUSSED** by intensity of political fight, Eisenhower showed new vigor in Detroit off-the-cuff talk.

## HE IS A 'NO DEALER'

talker. In Detroit he tore up a speech that his backers had worked out with him and launched into a hard-hitting, off-the-cuff explanation of his political creed. "I have heard of all kinds of deals," he said. "All of us have. They have borne many adjectives in this country over the past 20 years. I am strictly a no-deal man." He insisted again that a change in administration is "absolutely mandatory." As far as the campaign went, he said, he had been fighting for 40 years and saw no reason to stop. He hit Taft operations in Texas, which may cost him 29 delegates. "When I say let's clean out corruption," he said, "that applies to primaries. And it applies to my native state of Texas." When he had finished, Ike sat down to the cheers of 10,000 people.

On top of this the Ikemen were trying to make capital of Taft's steamrolling. These tactics, they told delegate after delegate, even if successful, would surely disgust the voters at election time and switch victory to the Democrats. To help them, they had one new thing on their side. Ike's Detroit speech proved that he was getting his political legs and now speaking out on his own. In spite of the Taft pressure he was not being stampeded into wild promises or talk of personalities. He said simply, "If what I have to offer in the way of an honest, decent approach is not enough, there is nothing more I can do."



**COURTED** by Ike, Maryland's Governor McKeldin (left) reported pressure on him from Taft faction.



**HOLD-OUTS** were Pennsylvania's Governor John Fine, who visited Eisenhower at his farm (above), and Michigan's National Committeeman Summerfield, who welcomed a water-drinking Ike to Detroit

(below). Fine said Ike might have swayed a few delegates in Pennsylvania and Summerfield would only say that he had not been offered the job as Eisenhower's campaign manager if Ike got nomination.





# SILENT CRISIS IN THE NEAR EAST

## EVEN THOUGH IT IS AN ELECTION YEAR, A DRASTIC CHANGE IN U.S. POLICY IS NEEDED

*Must U.S. foreign policy be suspended until after election? Here is a report from one important part of the world by a man well qualified to say why a change in policy can't wait, and what that change should be. He is Colonel William A. Eddy, formerly U.S. minister to Saudi Arabia, educator, business consultant and lifelong student of Arab affairs.*

If the sometimes slow but steady drift of anti-American public opinion continues, we may expect Arab nations to remain neutral in the cold war and to decree increasing restrictions on private American interests, commercial and educational. The spiral of demands and antiforeign decrees is rising.

As a single striking example of what appears constantly in the Arabic press, consider a recent interview with Faris el Khoury. Former chief of the Syrian delegation to the U.N. and a former prime minister, he is a Protestant Christian elder statesman of Syria, for two generations a warm friend of Americans to whom he owes his education and his career. But now he speaks like any Moslem fanatic. Asked about the U.S. mutual defense plan for the Near East, Faris el Khoury said, "The Arabs have no interest whatever in aligning themselves against the Communist bloc, which is in no sense their enemy. . . . All other dangers threatening the Arabs are insignificant beside the Zionist menace."

The growth of anti-American feeling among Arabs is not directed at American government officials, businessmen or missionaries residing in the Near East, but against U.S. policy, which appears to value Israel as equal to all the rest of the Moslem world put together; against insults hurled gratuitously by members of the U.S. Cabinet and Congress at Moslem and Arab culture; and against the support of colonial powers against the people of Asia and of North Africa. This resentment is not diminished by the conviction that the U.S. is preoccupied and overextended in Europe and the Far East, and has no real strategic interest in the Near East, except to scorch its earth in a future war with Russia.

Americans who think that the Near East can now be bought with dollars will be disappointed. Arab friendship can be bartered for friendship, but not bought. Every one of the present aid programs is good in itself as part of a long-range program: MSA, TCA, UNESCO, FAO, Public Health, locust-fighting equipment and all the others. But in the immediate future the Arab nations want security, not charity; respect, not philanthropy. No proud people regard themselves as backward. Like Iran, Egypt and Syria at least are capable of fanatical isolationism with return to a more ancient and lower standard of living. This seems incomprehensible to Americans who have yet to see any domestic pressure group acquiesce in lessening its take-home pay.

The Western bankers guessed wrong about bringing Iran quickly to its knees, and they may be wrong about the Arabs. Certainly Egypt, Iraq, Lebanon and Saudi Arabia have resources to care for themselves. They could close their doors and live alone, without aid, as Yemen has done for the past 1,000 years.

Russia does not, at present, appear to be making any effort to capture any Moslem government (with the possible exception of Egypt). Russia is waiting for chaos to complete the kill, in the meantime exploiting 1) anti-Western ferment, 2) Arab League disunity and 3) hatred by the "have-nots" for reactionary plutocrats.

Communism as an ideology has no attraction for respon-

sible Arabs, but the desire for a powerful and nearby ally is nourished daily by the Russian-controlled broadcasts to the Near East to which Arabs are listening in growing and disturbing numbers. The financial and military might of the U.S. is over the horizon, much too far away either to aggravate or heal the wounds of the Near East.

While the Arab people could survive a return to an earlier and lower standard of living, their present governments could not. Most Arab governments in 1952 are insecure; they represent a small fraction of the population and are vulnerable to fanaticism, coups d'états and the bullet of the assassin. They are not free agents. Therefore, even those many public servants who would like to do so, dare not lead their nation into the pro-American camp without prior assurance of prompt and effective military aid.

*Such in general is the situation in Arab lands. What can the U.S. do? Colonel Eddy continues:*

The U.S. has many constructive programs under way there which presuppose a generation for visible results. None of these will serve the current emergency. That requires a dramatic change of U.S. policy toward the Near East, manifested in deeds as well as words. Whether or not such a change of policy is possible in an election year may be questionable; the need is not open to question.

The Arab states need, above all else, to feel secure and strong in and for themselves, not merely as pawns in a chess game between the great powers. They seek internal security as well as security of their territory against future aggression from any and all quarters, whether from Western colonial powers, Israel or Russian Communism.

a) The evidence of security must be tangible and visible, not verbal and remote. U.S. troops and ships based, say, in Cyprus; U.S. airplanes frequently seen overhead in mass formations; courtesy visits of the U.S. Navy (always popular) would reassure the Arab states that the West does not intend to abandon the defense of the Near East.

b) The evidence of nearby, massive strength of the U.S. must be friendly; not as in the case of the British in Egypt, for the purpose of occupation and control.

c) For the time being Israel must be omitted from any regional defense program. The U.S. must aid and arm Israel from the sea, not overland through Arab territory, and that aid must be in proportion to the strategic potentialities of the several countries.

d) Some modern armament (fighter aircraft, light armored cars, etc.) furnished to Arab nations now would be worth more than 100 times as much spent in economic aid, in securing Arab adherence to the West. Such military aid could easily be combined with the warning that the U.S. will tolerate no aggression by, or against, Israel.

In the Near East itself the public-relations task of Americans is at the grass-roots level. But this effort, no matter how wisely devised, will fall to the ground if it is contradicted by the over-all policy of the U.S. government and the American public at home. Our goodwill ambassadors, official and private, can only buy a little time, here and there.

Whether Americans like it or not, they have the responsibility for the issue in the Near East. They either back or make the policies of the United Kingdom and France. They alone have the wealth and the military might to keep the Near East out of the hands of Russia. The responsibility may be repugnant, but it cannot be shifted to other shoulders.





## A DOUBT ABOUT COMMUNISM, A SPEAR THROUGH THE HEART

Dead in a ditch on Kojé Island, half-buried in a sorry litter of gasoline cans and abandoned mess tins, lies a North Korean prisoner of war. He died while U.S. soldiers were fighting to break up notorious Prison Compound 76, whose 6,400 Communist-bossed prisoners have long taunted or ignored their captors—and once captured the U.S. general who was their jailer. The man leaning over the dead prisoner is a paratrooper, but

neither he nor any other American killed this Korean. Both the fire that burned off the fingers of his outflung hands and the spear that impales his breast were the work of his own fellow prisoners. A fanatic Red drove the spear into his breast and killed him because he wanted to surrender. The weird conditions under which such a vengeful murder could be committed were abruptly changed by the action shown on the following pages.





**U.S. COMMANDER** General Boatner lifts gas mask to watch fight from his sandbag command post.

# KOJE IS BLASTED, SUBDUED

The North Korean on the previous page was murdered when the U.S. moved firmly—if belatedly—to redeem its inept handling of the Koje prison compounds. Ordered to regain “uncontested control” of 17 lawless PW pens, the tough new commander, Brig. General Haydon L. Boatner, cracked down on the “iron triangle” of Red resistance in Compounds 76, 77 and 78.

Beginning at 5:45 a.m. June 10, Boatner gave North Korean Colonel Lee Hak Koo 30 minutes to yield Compound 76. Ignoring the ultimatum, the PWs manned trenches they had dug. Boatner sent in two battalions of paratroopers.

Attacking behind flame throwers and tear

gas, troops cut the wire and outflanked the PW defenses. The prisoners fought back against bayonets and concussion grenades with hand-forged spears and homemade Molotov cocktails. Most prisoners quickly quit and squatted in abject surrender, but the diehards fought savagely and when cornered were sometimes seen to stab their own would-be deserters.

In two and a half hours the compound was a flaming shambles, Colonel Lee was a weeping prisoner and the paratroopers were in control. One U.S. soldier was dead and 14 were hurt. Of 30 dead prisoners 12 had been killed by their own comrades (later deaths from battle wounds



**MASKED SOLDIERS** with their bayonets fixed charge through tear-gas cloud along Red trench in

Compound 76. To keep bloodshed down they fought with unloaded rifles and did not fire a single shot.



**SUBDUED PRISONERS** wait while troops under tank gun watch Reds at left carrying dead comrade.



**SCARED FUGITIVE** risks Red vengeance getting away from PWs being moved out of Compound 95.



**BARBWIRE COVER** holds prisoners crouching on truck floor as they are hauled to a new compound.

Behind them comes another vehicle with guns ready to discourage any attempt to escape the transfer.

**A PRISONER BEING TRANSFERRED MAKES AN UNCONVINCING CLAIM → THAT HIS FACIAL BURNS CAME FROM TENDING A COOKING STOVE**



## U.S. PARATROOPS USING TEAR GAS, BAYONETS AND GRENADES FINALLY BREAK UP ISLAND'S NOTORIOUS PRISONER COMPOUNDS

brought the toll to 41) and 274 were wounded. One mutilated corpse hanging by the heels, three live women, a map blueprinting an escape plan and a tunnel leading toward nearby Compound 77 were found amid the debris. By noon an ultimatum brought 6,800 PWs marching docilely from Compound 78. But an overnight delay in breaking up Compound 77 taught one more bitter lesson about Red savagery; when the PWs marched out Wednesday they left behind, in ditches, wells and oil drums the fresh corpses of 16 anti-Reds tried and murdered by kangaroo courts during the night.

Boatner permitted no more interludes for

murder. He forced one compound to surrender alive 21 dissidents, who had been booked for execution. In another compound more than 400 anti-Reds took advantage of the break-up to bolt for U.N. protection. By Saturday seven compounds had been broken up and another had offered to surrender. Some 28,000 PWs had been moved, some in barbed-wire-covered trucks, and installed in new, rigidly policed and manageable 500-man compounds. Receiving the congratulations of his superior officer, General James A. Van Fleet, for his "highly efficient" operation, Boatner said, "Resistance definitely is on the ebb and I believe the worst is over."



**RED COMMANDER** of Compound 76, Colonel Lee, is unceremoniously held by hair after capture.







THE CONTEST TO SEE WHO COULD BURY A GIRL IN THE SAND FASTEST WAS WON IN 30 SECONDS FLAT



VIOLATOR AND LAW-ABIDING DOG LEAVE JAIL

## INTO BATHING

### Myrtle Beach, S.C. imprisons all

For some years Myrtle Beach, S.C. has inaugurated its resort season with a festival something less than original: a beauty pageant staged by the Junior Chamber of Commerce. But this year the town got a new idea and as a result modest Myrtle Beachers were faced with a fete worse than death. Authorities decreed that opening day would also be Bathing Suit Day. Everyone in town and every visitor would have to wear beach attire from 6 a.m. until noon under pain of fine or imprisonment in an impromptu stockade. Three businessmen served as judges, 32 town ladies acted as attire inspectors, and convict suits were borrowed from the superintendent of county prisoners—who himself was thrown in jail and made to wear one when he came to Myrtle Beach in ordinary garb to see whether the suits had arrived.

The mayor and the town council, solemnly meeting to conduct the day's municipal business, all wore beach clothes and thereby avoided



**ICE-CAKE SITTERS** held a contest to determine who could perch longest on a cake of ice with a beauty

contest competitor sitting on his lap. After three minutes a contestant had to raise one foot off the



ground, after 10 minutes, both. The winner, James Holder, who shuddered it out with Mary Alice Floyd





MYRTLE BEACH BANK PATRONS HAD NEW LOOK

## SUIT-OR JAIL

who flout an opening-day law

punishment. However, among those who went to jail were two local magistrates, one of whom, on other occasions, had fined all three Bathing Suit Day judges. Also prosecuted was a group who appeared in old-fashioned bathing suits (too modest), a man who appeared wearing only an out-size diaper (too immodest), and three Air Force officers who had picked that day to inspect Myrtle Beach as a possible leave town for trainees at a nearby airbase. After spending some minutes in the jail they departed, taking with them their own impressions of Myrtle Beach.

A program of beach games next day (left and below) completed the holiday, which was regarded as a huge success. Fines totaling \$650 were collected for a future hospital and, of more immediate importance, the 1952 vacation season of Myrtle Beach, the 6,000 population of which quadruples even in a normal summer, had opened with the biggest attendance ever.



for 19 minutes, needed help (center picture) to disengage himself from the ice, finally made it (right).



**THE MAJESTY OF THE LAW** was not enhanced. Patrolman Charles Edmonson, ordered to wear a

bathing suit by the chief, indignantly demanded, "How am I going to do anything with traffic today?"





IN SPEECH TO CONGRESS PRESIDENT LAMBASTS TAFT-HARTLEY LAW WHILE TAFT (UPPER LEFT) LISTENS STOLIDLY

## U.S. PLEADS FOR MILITARY STEEL

Everyone held high hopes for a quick end to the steel strike (LIFE, June 9), but when labor-management negotiations collapsed last week, the U.S. was in trouble. Steel for critical items (*right*) was running low, and the whole defense program was jeopardized.

President Truman went before a joint session of Congress (*above*) and, the Supreme Court having declared his April 8 seizure unconstitutional, asked for a law allowing him to seize the industry. The only alternative, he said, was the Taft-Hartley 80-day strike injunction which would be "unfair" and "harmful" to the steelworkers, who, even before he seized the mills, had postponed their strike 99 days. The President hoped that "the Congress will act quickly."

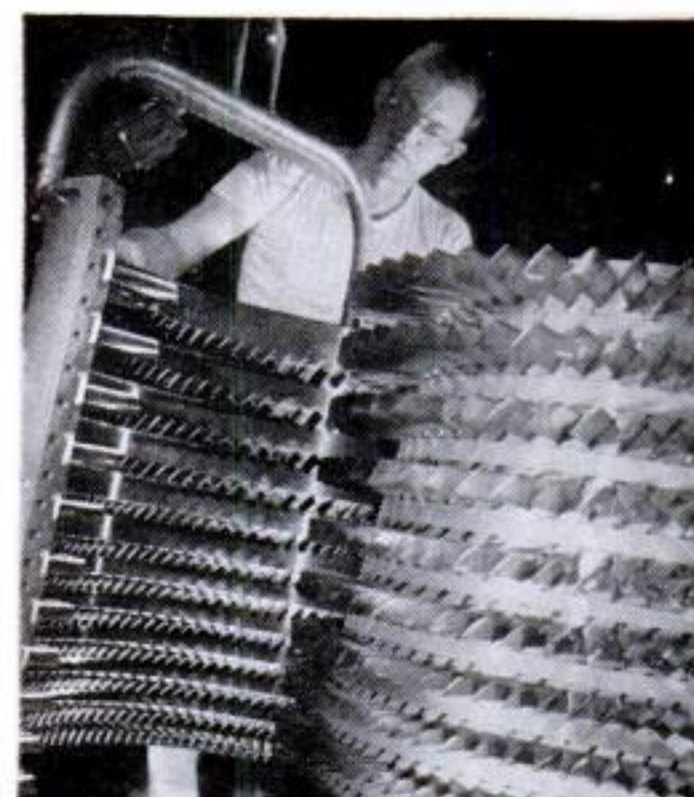
Congress did—but not the way the President had hoped. Four proposed seizure laws were promptly voted down. Indeed the Senate "requested" (but did not "direct") that Truman invoke Taft-Hartley.

It was not so much pay as the union shop that was keeping union and companies apart. With no solution in sight, a government-labor-management committee met to talk about reopening some plants so that the country's most urgent military needs could be fulfilled. But though Phil Murray won his union's consent (*below*), the situation remained satisfactory to nobody. The meager dribble of steel, said Acting Defense Mobilizer John Steelman, would be "entirely inadequate" for the total U.S. military program.

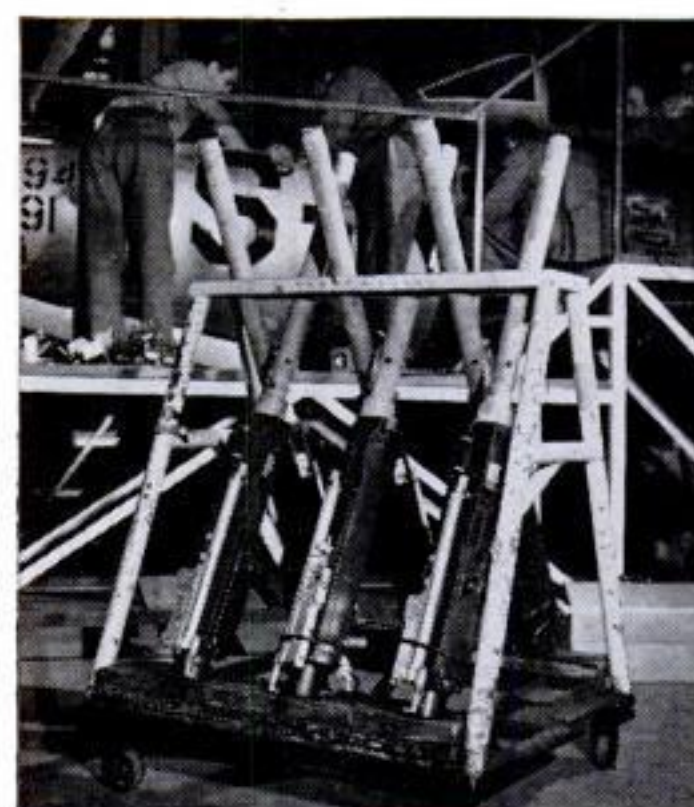
UNION OFFICIAL LISTENS AS PHIL MURRAY ASKS POLICY COMMITTEE TO REOPEN STEEL PLANTS FOR CRITICAL ITEMS



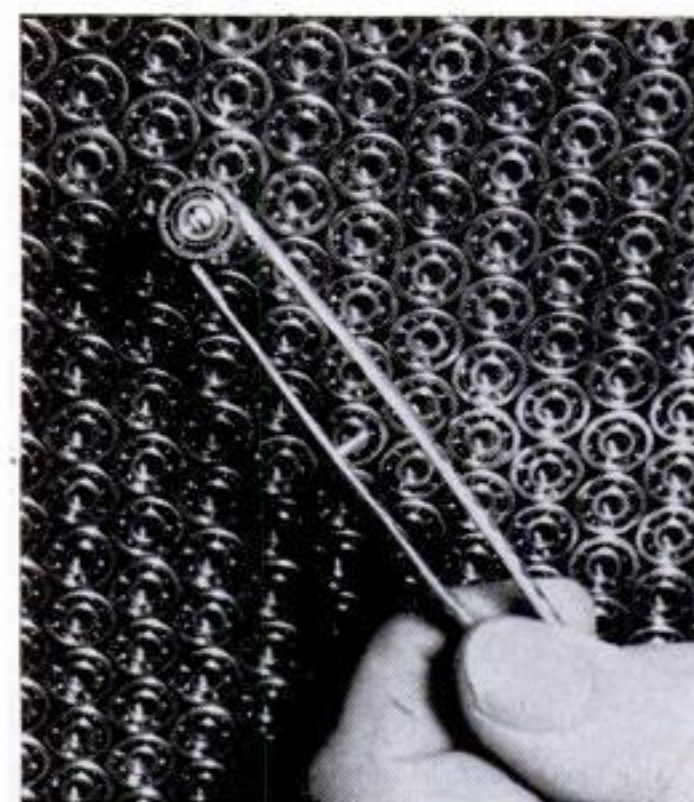
### CRITICAL STEEL ITEMS



**JET ENGINES** for airplanes require high-resistant alloy steel and are among most complicated items on critical list.



**WEAPONS** such as the 50 cal. guns for fighter planes are still being assembled, but steel shortage would slow output.



**BALL BEARINGS** used in gyroscopes are basic defense requirement, have to be precision-made of high-grade steel.



**TRUCK PARTS** such as the rear axle supports shown require a large quantity of steel for continued high production.



# Where the Chicken's Plenty and the Cream is Rich



## No wonder Old-Time Farm Cooking created this Great Family Soup . . . **CREAM OF CHICKEN**

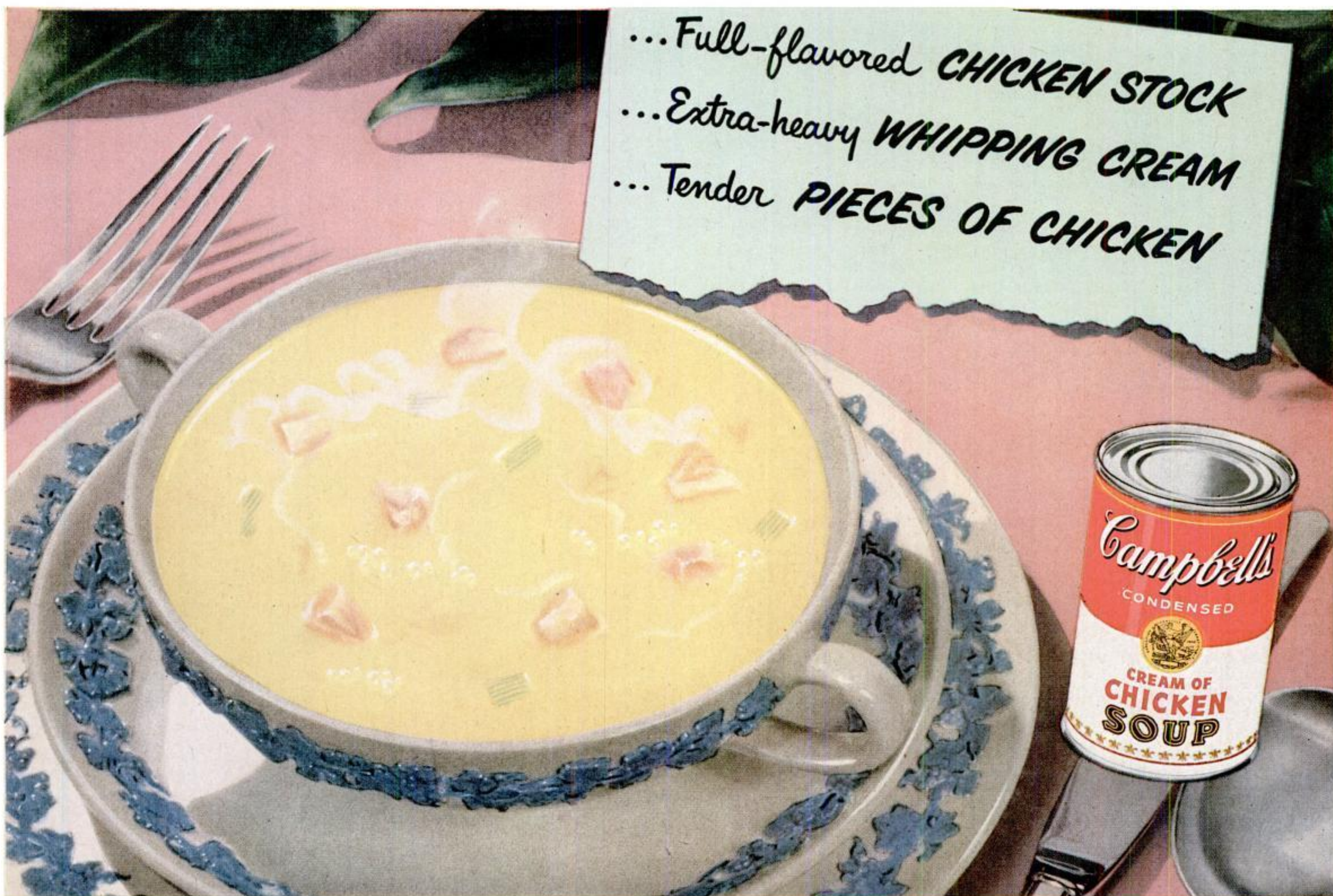
In the big sunny kitchens of farm homes—where the chicken and the cream were plentiful—it was natural for good home cooks to create this delicious, substantial soup.

Today, in making Campbell's Cream of Chicken Soup, an equally generous hand is used. To a slow-simmered chicken broth are added extra-heavy whipping cream and tender pieces of chicken, with a garnish of celery. Result—a soup rich with chicken . . . smooth with cream. Naturally, it has been one of Campbell's fastest-growing soups in popularity. Is it on *your* soup shelf—ready to delight your family?



A soup so rich with chicken  
And a soup so smooth with cream,  
Is bound to be the answer  
To a hungry husband's dream!

## *Campbell's* CREAM OF CHICKEN SOUP





Ann Pillsbury's amazing discovery...

# Ice Cream Parfait

**MADE WITH JELL-O, FRUIT, ICE CREAM**

## Ann Pillsbury's STRAWBERRY ICE CREAM PARFAIT PIE

This recipe was developed by Ann Pillsbury for Jell-O and Pillsbury's Best. They are required for perfect results. Incidentally, this pie crust recipe is one you'll want to use over and over again with Pillsbury's Best. It makes an especially flaky and tender crust.

### FLAKY CRUST

BAKE at 425° F. for 10 to 12 minutes.  
MAKES 8 or 9-inch pie shell.

- Sift together** 1 cup sifted Pillsbury's Best Enriched Flour\*  
½ teaspoon salt
- Cut in** ½ cup Homogenized Spry until particles are the size of small peas.
- Sprinkle** 2 to 3 tablespoons cold milk over mixture, tossing lightly with fork until dough is moist enough to hold together. Form into a ball.
- Roll out** on floured pastry cloth or board to 10 or 11-inch circle. Fit pastry loosely into 8 or 9-inch pie pan. Fold edge to form a standing rim; flute. Prick crust with fork.
- Bake** in hot oven (425° F.) 10 to 12 minutes.

\*If you use Pillsbury's Best Enriched Self-Rising Flour, omit salt.

### FILLING

FILLS 8 or 9-inch pie shell.

- Prepare** 8 or 9-inch pie shell as directed above.
- Heat** 1½ cups water\* to boiling in 2-quart saucepan. Remove from heat.
- Add** 1 package Lemon Jell-O; stir until dissolved.
- Add** 1 pint strawberry ice cream, cut into pieces, to hot liquid; stir immediately until melted.
- Chill** until mixture is thickened but not set, about 35 to 45 minutes.
- Fold in** 1½ cups sliced fresh strawberries, sweetened, if desired.
- Turn** into cooled, baked pie shell. Chill until firm, 25 to 35 minutes. Top with whipped cream and additional berries, if desired.

\*For faster setting, to serve pie within 1 hour, reduce water to 1 cup.



First, of course, you make your pie shell with Pillsbury's Best. Then dissolve Jell-O in hot water.



Next you add a pint of ice cream, cut into pieces, and stir till melted. Place in refrigerator until thickened but not set.



Then just fold in the fruit, and pour your filling into the pie shell that you made from Pillsbury's Best. Chill about 30 minutes more or until serving time. Easy!



MORE ICE CREAM PARFAIT PIE RECIPES IN EVERY BAG OF PILLSBURY'S BEST

## GUARANTEE

Results guaranteed only with Pillsbury's Best and Jell-O

If you do not agree that Ann Pillsbury's Ice Cream Parfait Pie is the most delicious, unusual, quick and easy pie you ever made, send the weight mark from your sack of Pillsbury's Best Flour and a letter stating why, to Ann Pillsbury, Pillsbury Building, Minneapolis, Minnesota, for full refund of the price of your ingredients.



# JELL-O

Jell-O is a registered trade-mark of General Foods Corporation



# Pie 300

## DIFFERENT PIES FROM ONE SIMPLE RECIPE

**AND PILLSBURY'S BEST FLOUR**

**New, completely new** sensation in flavor and texture. The secret lies in combining Jell-O, ice cream and fruit. You've never before heard of a pie like this:

**New texture!** Lighter than cream pie, smoother than chiffon pie.

**New taste!** Exotic new cream and fruit flavor.

**New ease!** No cooking, no beating of filling—just one simple measurement. No eggs, no bowls, no double boiler needed. You'll be amazed at the speed, too!

**New assurance!** It's foolproof—anyone can make these pies perfectly every time.

**New variety!** You can make pies of many, many flavors by simple variation of this one recipe idea. *Recipes for many kinds of Parfait Pies in every bag of Pillsbury's Best.*



*Recipes for more  
Ice Cream Parfait Pies  
now in every bag of  
Pillsbury's BEST*

Make many, many wonderful  
pies from this one basic recipe idea  
Orange-Coconut • Apricot  
Lemon • Maple Nut • Pineapple  
Lime • Date-Nut • Cherry  
—the varieties are almost limitless.

*Made exclusively with*

# Pillsbury's BEST

*The GRAND NATIONAL Flour*



Copyright 1952, Pillsbury Mills, Inc.





## Tom Millard knew a good thing

His "Wooden Indians" Made History...  
and Helped Launch a Great Industry!

In the early 1800's, when scarcely an American ship left port without a carved and colorful figurehead at her prow, the business of carving such figures provided Tom Millard and other skilled men with a livelihood. But by 1840 there was little demand for these decorations.

Then Millard heard that some American tobaccoists were buying old figureheads—particularly Indians—to "advertise" their shops.

With his friends, he started a shop for the manufacture of these figures and promoted them so successfully that his company thrived for fifty years. More important, perhaps, he helped to pioneer American advertising... the force that, in its modern forms, makes Americans the most enlightened buyers in the world!



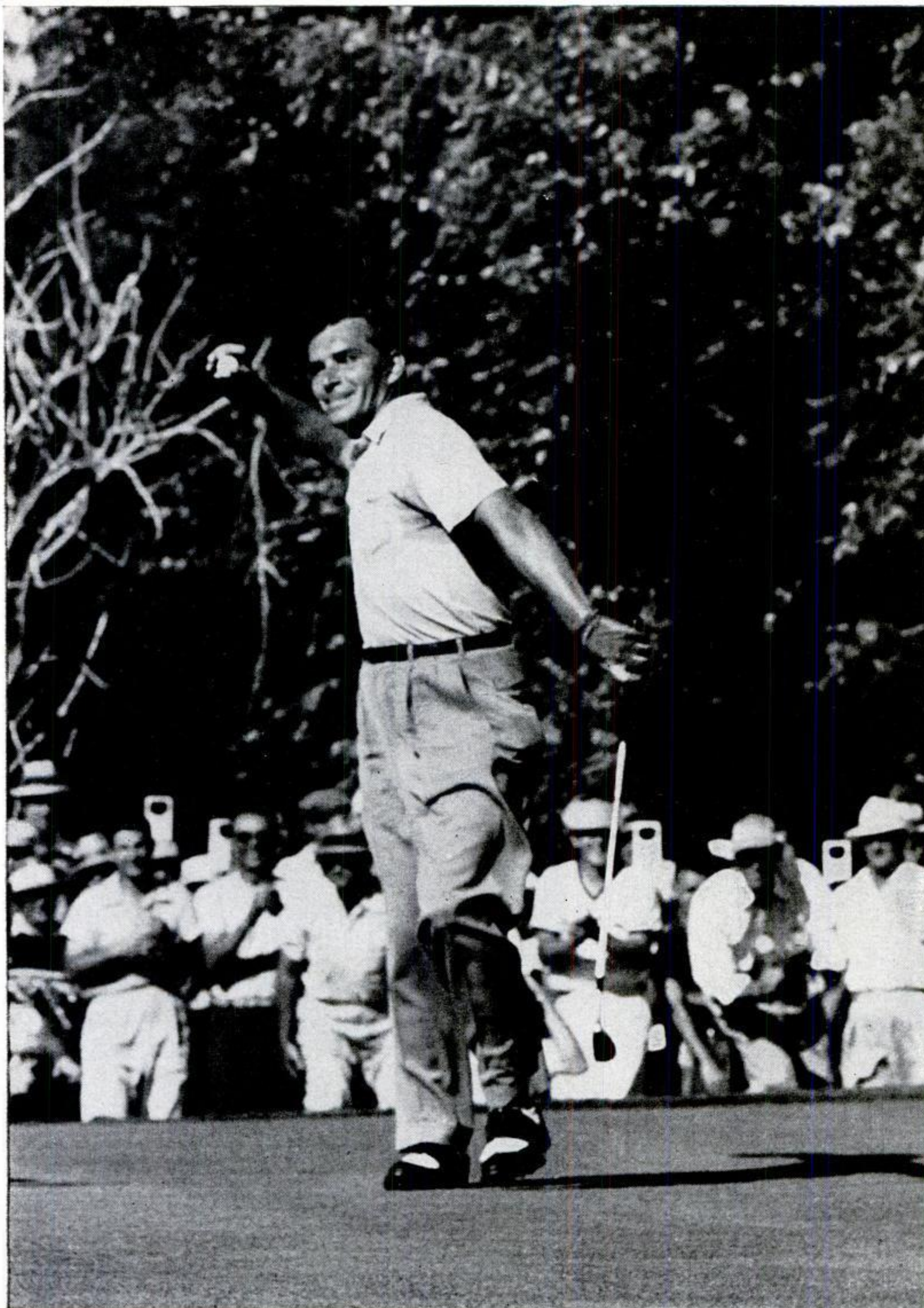
If you know a good thing in whiskey...

you'll instantly recognize the superiority of **HUNTER**, long famous as America's luxury blend. Its flavor is so distinctive that no one has been able to copy it in over 92 years.



Hunter-Wilson Distilling Co., Inc., Louisville, Ky. Blended Whiskey 86.8 Proof. 65% grain neutral spirits.





AFTER HOLING OUT THE WINNING PUTT IN U.S. OPEN, JULIUS BOROS JUBILANTLY TOSSES HIS BALL TO THE CROWD

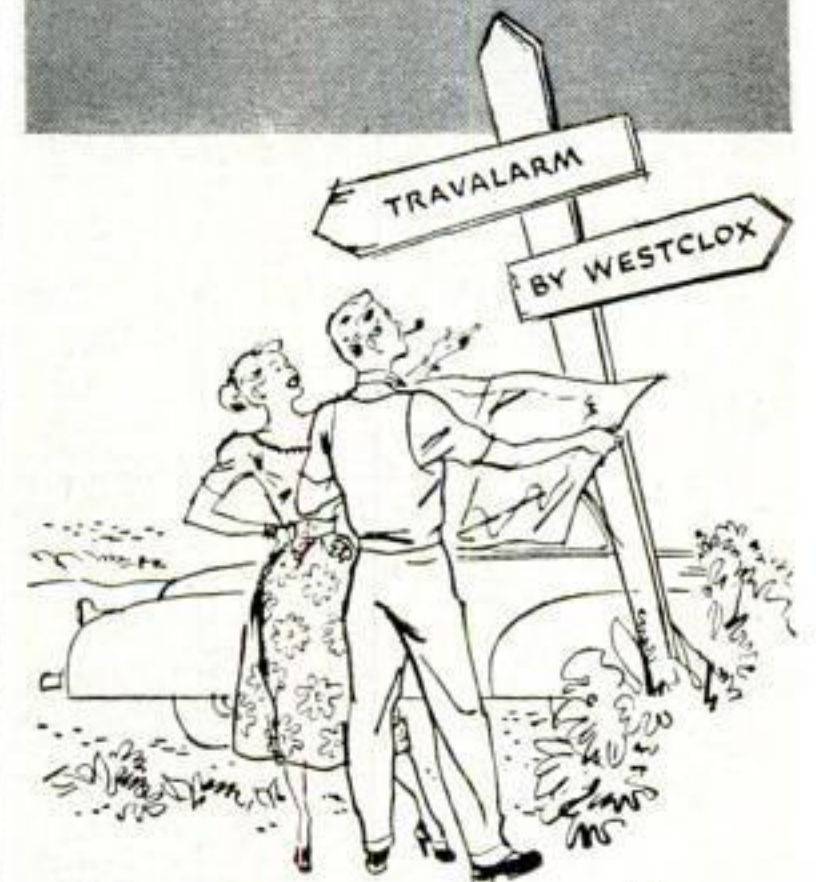
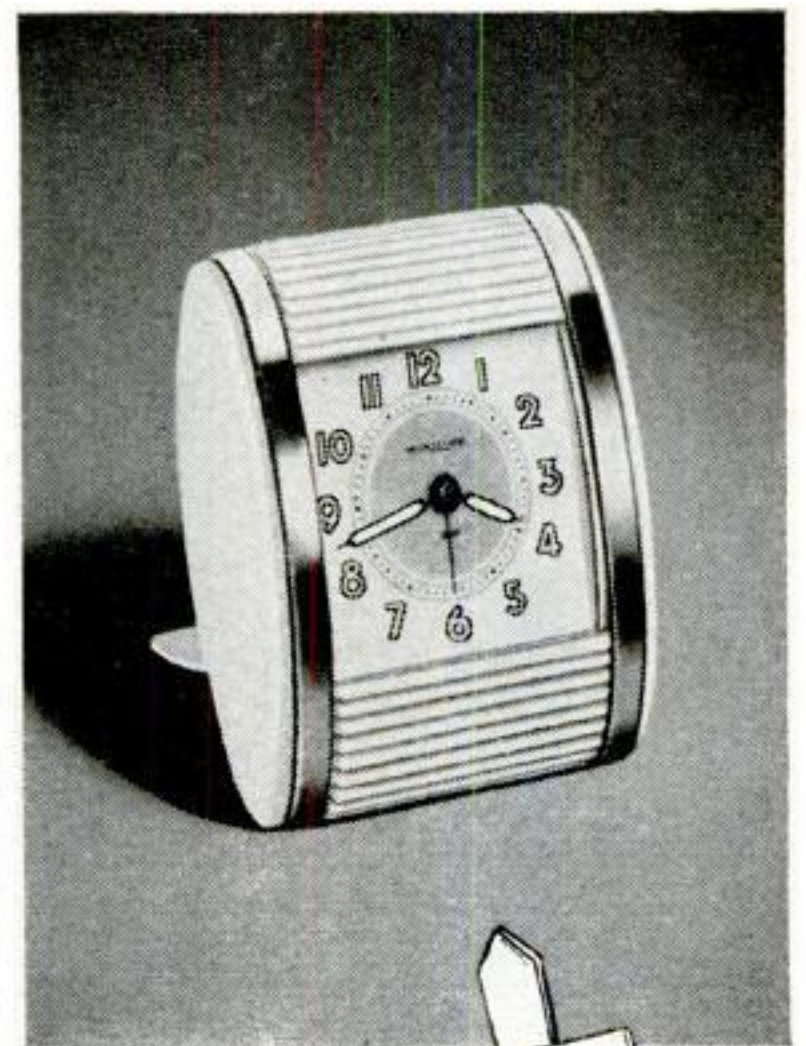
## 'MANDRAKE' HEXES HEAT AND HOGAN

The weather in Dallas, Texas during last week's U.S. Open Golf Championship was hot enough to make a rattlesnake seek shade. The temperature was 98° at the Northwood Club where scores suffered and tempers flared. Sam Snead disappointedly snapped at his caddy, Tommy Bolt pettishly threw his clubs in the air and even imperturbable Ben Hogan, native Texan and defending champion, unexpectedly brandished his putter aloft after missing a tough one.

While everybody else steamed, a 32-year-old golfer from Connecticut named Julius Boros stayed cool. The gallery swarmed after Hogan, who led the field

at the halfway mark, but Boros plodded the fairways almost unattended. While others fussed over shots, he stepped up almost casually and whacked the ball. Boros, who turned pro only 3 years ago, is built like a truck driver and hits a ball like one—short backswing, little grace, plenty of power, and on his putts he stroked casually, dropping them in from all over the greens.

Boros caught Hogan after 46 holes and outlasted the wilting champ to win with a one-over-par 281. "You're a magician," said Hogan, and went around from then on calling the new champion "Mandrake."



**You can take  
it with you!**

**TRAVALARM's** shutter front and easel back close this little alarm like a clam for traveling. Only 3½ inches high, it tucks easily into a corner of your bag. Flip it open—it's on duty and on time. Travalarm's cheerful call means business, and his luminous face serves you even after dark. Single key winds both alarm and time. Non-breakable crystal. That's Travalarm by Westclox. And you *can* take it with you . . . for only \$7.45.



**WRIST BEN.** Handsome . . . and built for rugged use. Chrome finish front case; stainless steel back, curved to fit your wrist. Non-breakable crystal. \$5.95. With luminous dial \$6.95.

**LANCE.** Westclox finest! Smart, small, compact. 10-kt. rolled gold plate front case; stainless steel back, curved to fit wrist. Non-breakable crystal. Plain dial. \$11.95.

*Prices do not include tax and are subject to change*

## WESTCLOX

Made by the makers of Big Ben

PRODUCTS OF **GT** CORPORATION  
GENERAL TIME





1. Worrier Will, a family man, was mapping out a trip.  
 "I'd like to stop at good hotels," said he, "but here's the slip:  
 We love our kids, we think they're swell—they're good as they can be,  
 But some hotels don't care for kids, and that's what worries me."



2. Up spoke his wife. "Why, Will," she said, "that's really quite absurd!  
 The Statler's used to children, dear—don't say you haven't heard!  
 They welcome them with open arms and give them service *plus!*  
 That's why it's such a perfect place for families just like us."



3. "The dining room has menus planned just for the younger set—  
 The foods they like to eat the best, and what is better yet,  
 Children's plates and silverware, and big balloons for free!  
 They'll mix the baby's formula, and heat it properly!"



4. "They send the chicks a bowl of fruit—a thoughtful thing to do.  
 And Statler's beds are super-soft, for kids and grown-ups, too.  
 If you and I should care to leave to dance or see a show,  
 We'll get a Statler sitter so that we can up and go!"



5. "And Statler's close to shows and shops—the rates are more than fair.  
 Just find the heart of town," she said, "you'll find the Statler there."  
 "Eureka!" shouted William, "why, it's perfect, I'll be blessed!  
 No wonder folks say 'Statler's, where you really are a guest!'"



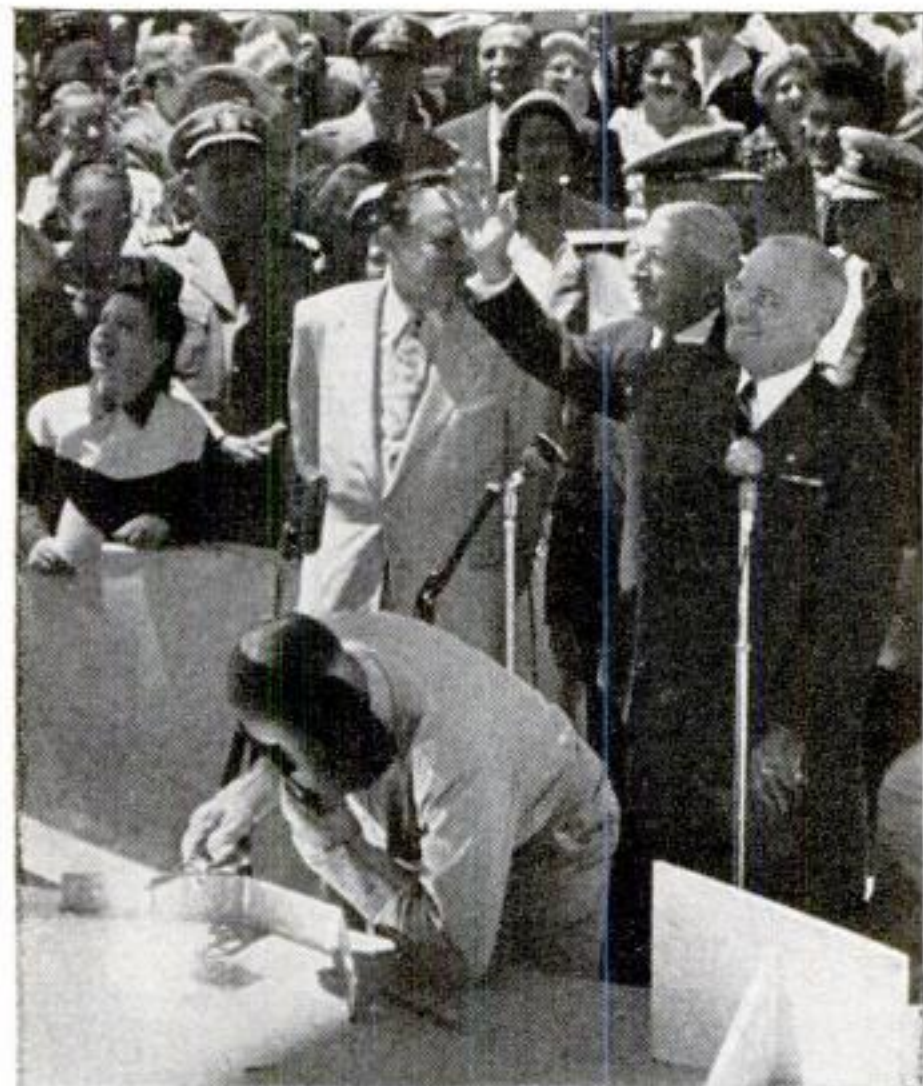
STATLER HOTELS: NEW YORK • BOSTON • BUFFALO • DETROIT  
 CLEVELAND • ST. LOUIS • WASHINGTON

★  
 ANOTHER GREAT NEW STATLER • LOS ANGELES  
 (READY FOR OCCUPANCY SUMMER, 1952)



# LIFE ON THE NEWSFRONTS OF THE WORLD

The atomic sub is doing fine, television invades new fields and Ingrid's daughter speaks her mind



WELDER STENCILS "HST" AUTOGRAPH

## Truman lays a keel

While laying the keel of the atomic submarine *Nautilus* in Groton, Conn., President Truman let out some good news. "The power plant that will go into this atomic powered submarine is not just being planned on paper," he said. "The AEC and the Navy have actually gone out and built a submarine hull on dry land at Arco, Idaho. They are putting into it a full-size, working engine. . . . That engine on dry land is almost complete right now. Soon they will start it running and give it the most thorough tests. . . . This vessel is the forerunner of atomic-powered merchant ships and airplanes. . . . The *Nautilus* will be able to move under the water at a speed of more than 20 knots. A few pounds of uranium will give her ample fuel to travel thousands of miles at top speed."

## McMahon drops a hint

Senator Brien McMahon, the chairman of the Joint Congressional Atomic Energy Committee, did his best to take the play away from Mr. Truman (*above*). Telephoning from Washington to the Connecticut Democratic convention on the same day as the keel-laying, he hinted that another problem, the H-bomb, has been solved or all but solved. If he were the President, said McMahon, who would like to be, he "would direct the AEC to manufacture hydrogen weapons" by the thousands. "This," he stated, "would win us time to wage peace." Besides, he said, substitution of lower-cost hydrogen and atomic bombs for conventional weapons will make it easier to balance the budget.

\* \* \*

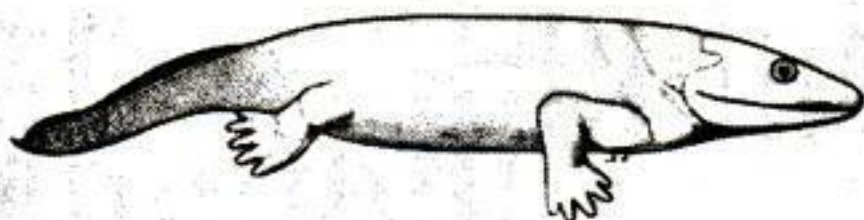
*Two men convicted of picking a few strawberries near Beltsville, Md. were fined \$53 apiece, which was no measure of the enormity of their offense. The berries were being grown in a Department of Agriculture research center, the thieves set back for a whole year a berry yield experiment, and a government horticulturist told the police court the damages may have been in the millions of dollars.*

News dispatches, newspapers and magazines have been criticizing South Korean President Syngman Rhee, who wants to get re-elected in the worst way. The Voice of America has been quoting from editorials criticizing him. Rhee is sensitive to criticism, so last week he banned Korean relays of Voice broadcasts.

## Two triumphs for TV

In Hollywood and London television crashed two barriers. In the first alliance between a major movie studio and a national TV sponsor, Columbia Pictures undertook to produce 39 films for Ford Motor Co. It might start a trend; studios could meet overhead costs with TV films while making "important" and Technicolor films for theaters. Meanwhile the House of Commons approved sponsored TV for Britain (where sponsored radio is banned), to start whenever equipment is available. To soothe fears that this might debase British taste, Sir David Maxwell Fyfe, Home Secretary, said Britons are "more mature and sophisticated people" than Americans, and that it couldn't happen there.

\* \* \*



ICHTHYOSTEGA, THE FISH WITH LEGS

After a 20-year intermittent quest on rocky slopes in Greenland, Dr. Erik Jarvik, curator of a Stockholm museum, triumphantly announced he had found a missing evolutionary link—a fish with legs. Reconstructing his finds of old bones, he concluded that Ichthyostega, "the only intermediary link between fish and quadruped," lived 300 million years ago, could walk and swim, had sharp teeth, liked raw fish.

\* \* \*



COURTESY CARS FOR G.O.P. DELEGATES

## The elephant on wheels

Some Illinois automobile dealers offered 200 cars and drivers for the use of national committeemen, top delegates and elder statesmen at the political conventions. The drivers will be political science students from universities in the Chicago area, who may expect to overhear things from the smoke-filled back seats that they would never learn in class.



A GRADUATION GIFT TO PIA FROM DAD

## 'I don't love my mother, I like her'

Ingrid Bergman's daughter Jenny Ann (Pia) Lindstrom, 13, made her first public appearance. At her junior high school graduation she gave the commencement address on "Opportunity—the Miracle of America." Next day she was more widely noticed when she testified in a Hollywood court where her mother, who is in Italy expecting twins, and her father, Dr. Peter Lindstrom, are disputing her custody. "I love my father," she said. "I don't love my mother, I like her. I haven't seen her enough to really love her. She wants me to come to Italy and I don't want to go to Italy."

\* \* \*

*Because rainy weather spoiled the crop at many southwest earthworm ranches, 200,000 fishing worms had to be imported by air for Arizona sporting goods stores.*

## Newark reopens, with new rules

The Port of New York Authority decided to reopen Newark Airport, which was closed four months ago after three crashes in Elizabeth, N.J. took 119 lives. To reassure Elizabethans who wanted it closed for good (and who now threatened to get an injunction), there would be no take-offs or landings over the town, and none at all when the ceiling was below 1,000 feet and the visibility below three miles.

\* \* \*

In the battle between man and the insects somebody finally stuck up for the bugs. At a naturalists' meeting in Surrey a schoolteacher named Richards said "insect life in Britain is being slowly stifled" by civilization and that it is getting so a man can't find specimens on a walk in the woods. Mr. Richards is doing his best to reverse the trend, breeding insects in test tubes and releasing them in hospitable habitats. "There are hundreds of butterflies in one meadow up by Frimley Green," he said happily. "I know; I put them there."



It took 4 years to perfect this deodorant

# NOW PROVE NEW DRYAD YOURSELF IN 48 HOURS...FREE\*



Apply it and see how fluffy, fragrant new Dryad vanishes instantly—leaves skin soft—is harmless to fabrics.



Test it at work and play. Double-duty Dryad kills underarm odor before it starts—checks perspiration instantly.



Proof—48 hours later you're still dainty! Dryad gives matchless protection—to the last creamy bit in each jar.



## \*Special Money Back Guarantee

To introduce this new product—designed to correct all the faults you have found in old-type deodorants—Jergens offers a 29¢ jar of new Dryad *free* with the purchase of the big 49¢ size. Try the smaller jar. If you don't find new Dryad the finest deodorant you ever used, return the large jar and get back the full purchase price.

(All prices plus tax)

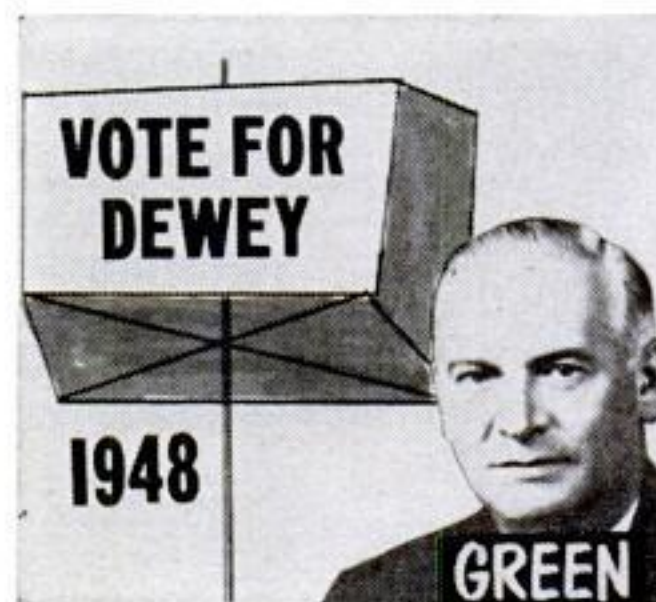
## NEWSFRONTS CONTINUED

Russia reshuffled more diplomats among world capitals while the world capitals tried to figure out why. Deputy Foreign Minister Andrei Gromyko goes to London, and Alexander S. Panyushkin goes from the U.S. to Peking, where his knowledge of America will come in handy in advising Mao Tse-tung.

### Rajah dethroned, Brown 'slaves' freed

Just by stretching out his arm, an anonymous Yankee fan touched off the baseball story of the week. The fan tried to catch a pop foul hit by one of the St. Louis Browns. The umpire called the batter out. Owner Bill Veeck turned from his radio to his telephone in St. Louis and called the Yankee Stadium to order Manager Rogers Hornsby to protest the decision. Hornsby protested—under protest, knowing that a protest must be registered before the next pitch. So Veeck fired Hornsby (who said, "No one is going to tell me how to run my ball club on the field") and promoted mild Marty Marion to manager. Two days later Marion was suspended indefinitely for jostling an umpire. The tyrannical Rajah (*LIFE*, March 31) had been doomed anyway because the seventh-place Browns complained he was too tough on them. But the Yankee fan could still tell his grandchildren that he single-handedly precipitated the firing of a major-league manager. The Browns, grateful for the firing, gave Veeck a trophy with the message that it was "the greatest play since the Emancipation Proclamation."

\* \* \*



IN PLACE OF A KEYNOTER THE DEVIL APPEARED

On a CBS television program Newscaster Douglas Edwards was telling about Republican convention keynoters of the past in a talk illustrated with lantern slides. "In the last convention year Illinois Governor Dwight Green handled the task," said Edwards, and a picture of the devil popped on the screen. The producer screamed, the telopticon operator hastily switched, a slide of Earl Warren appeared on the screen and Edwards went on talking about Green. The leering devil, it seemed, was an ad for a new record album of Faust, and he slipped in there by one of those mistakes that can happen on anybody's lantern-slide show.

### Chicago gets conventional

Tidying up for the political conventions, Chicago cops raided three strip-tease joints on N. Clark Street, which Chicago calls "Honky-Tonk, U.S.A.," and beefy Police Captain Johnny Warren, the law's ranking minion, said it was only the beginning.

"Sure, I've heard the reports that some of these creep joints are planning to open up, completely undress the gals and put the slug on the conventioners," the captain said, "but you can pass the word that 'Old Nuts and Bolts' is figuring on moving in a cot and sleeping in the station. . . . Senators and congressmen are only human and I'm going to protect them." Old Nuts and Bolts, also known as "The Green Hornet" to Honky-Tonk's denizens, had this advice for convention visitors: "Beware of strange girls and strange perfume. The cocktail lounges, taverns and hotel lobbies will be full of them. Don't go into any of these strip-tease joints or the lousy taverns. But if you have to go (and I know a lot of them will go despite my warning), just sit there and do your drooling alone. Don't fraternize with the B-girls. . . . Men are funny people at conventions. They're away from home plate. They're on first base and they think they're going to score. That's where they're wrong. They're only going to get clipped."

There are other things to see and do in Chicago, of course, and next week *LIFE* will publish a picture-essay guide for convention-goers.

\* \* \*

A New York textile house began selling men's chlorophyll-impregnated nylon underwear for the fall trade, and a Cincinnati hosiery maker put on the market a line of chlorophyll-treated socks which he called Sweet Feet.



**Kodak**  
TRADE-MARK

It takes only a moment  
to save a summer—in snapshots

## Don't "spend" your vacation — save it, with snapshots

Those good times at the shore . . . those people who touch your lives . . . those sunny days with your fast-growing youngsters . . . they'll never come back.

Hold them tight—with snapshots.

With your camera ready and extra Kodak Film on hand, you'll have a priceless record of your vacation—and all this summer's happy hours.

Eastman Kodak Company, Rochester 4, N. Y.

**Send a snapshot with every letter**



At your dealer's—dependable Kodak and Brownie cameras for indoor and outdoor snapshots.

For black-and-white snapshots, Kodak Verichrome Film.  
For full-color snapshots, Kodacolor Film.







One **TASTE** is worth a thousand pictures —  
thanks to —

### *Spaghetti and Meat Balls — Hunt Style*

ONE taste? Mother, your family will never stop with one taste of this flavorful, savory dish!...

So give 'em BIG servings! They'll love it — down to the last drop of rich, flavorful sauce!

The recipe's *easy*. And low in cost, for Hunt's Tomato Sauce costs but a few cents a can. Get a few cans and try it!

*¾ cup chopped onion 1 clove garlic, minced  
4 tbsp. oil or drippings*

Lightly brown onion and garlic in hot oil. Then take:

*1 lb. ground beef 1 tsp. salt*

Add salt to meat, mix lightly. Form into

small balls and brown in pan with oil. Then add:

*1 can Hunt's Tomato Sauce ¼ tsp. pepper  
1 cup water 2 tsp. Worcestershire sauce*

Cover pan and simmer 40 minutes. Pour over hot spaghetti (8-oz. pkg.) and sprinkle with grated cheese. Serves 4.

When you add Hunt's Tomato Sauce to your recipes, it's like *doubling* your cooking skill. Bright new flavor — new family enjoyment of your dishes. Add Hunt's to meat loaf, casseroles, stews, fish, leftovers! Costs but a few cents a can.



For breakfast or dessert — Hunt's Heavenly Peaches\*

## Hunt-for the best

Hunt Foods, Inc., Fullerton, Calif.





**NEW GRADS** at Bowdoin walk in academic procession as a Great Dane owned by Psi Upsilon fraternity house nuzzles a marching senior. At the rear, heading a

contingent of honorary degrees candidates and faculty members, is retiring president, "Casey" Sills. New president will be James Stacy Coles of Brown University.



## BOWDOIN BOW-OUT

**150-year-old college says goodbye to Class of '52  
and to the president who served it for 47 years**

It was June, the time for college seniors to leave their schools behind them, and on the Bowdoin campus the bells from the tall twin chapel towers signaled the march to start. Shaded by elm and maple, the commencement procession moved to the 1875 gate, opened only on ceremonial days. This time there was a triple reason for its opening. First, it opened to honor the 120 new graduates. Next, it opened for a birthday; Bowdoin, a small, liberal arts "salt water" college at Brunswick, Maine, which was founded in Jefferson's time and has numbered Longfellow, Hawthorne and Admiral Peary among its students, is now in its 150th year. And finally the ceremony honored one man in the slow procession: As he passed through the gate well-loved Kenneth ("Casey") Sills, who had taught at Bowdoin for 47 years and been its president for 34, began his retirement.

**OLD GRADS** Horatio Card, class of '88, and Henry Huston, '79, sit and wait for the procession to form.



## CONSTIPATED?



When you feel miserable why add to your distress with harsh, fast-acting cathartics?

## NOW ENJOY PLEASANT SATISFYING RELIEF



Change to pleasant-tasting, gentle-acting Ex-Lax, for comfortable, satisfying elimination.

## Take America's Best-Tasting Laxative!

Why punish yourself with harsh, "hurry-up" cathartics; unpleasant oils; irritating roughage; or slow-moving, bulky gels? Change to Ex-Lax for pleasant, satisfying relief without digestive upset.

**Compare!** No other laxative is easier to take or easier on you! Ex-Lax tastes like delicious chocolate. Children take it willingly. And Ex-Lax is so mild and gentle, only the satisfying relief it brings makes you aware you have taken a laxative!

**Safety!** Ex-Lax has a long record of safety among millions of people. The effectiveness of its laxative ingredient is scientifically tested and medically proved. Many doctors use Ex-Lax in their practice. And, over the years, more people have preferred Ex-Lax to any other leading laxative! Change to Ex-Lax! And notice the change in yourself!

**Don't let constipation ruin your vacation!** Irregular hours, changes of climate, water, food, habits can make you constipated. Take along the handy package of Ex-Lax. No spoon. No glass. Nothing to mix or measure. And what a relief!



Purse-size  
12¢  
Economy-size  
30¢

Listen to: "THE DOCTOR'S WIFE"  
Every day Monday thru Friday NBC

## Bowdoin Bow-out CONTINUED



'27 PARTY was given by that class in a garden near the field house for President and Mrs. Sills (first and fourth from the left).

'37 PARTY on the night before commencement was held by the alumni in college dormitory that they used for sleeping quarters.



ALUMNI SHOW, *Hamlet*, rehearses before performance celebrating college's anniversary. The students put on own *Hamlet*.



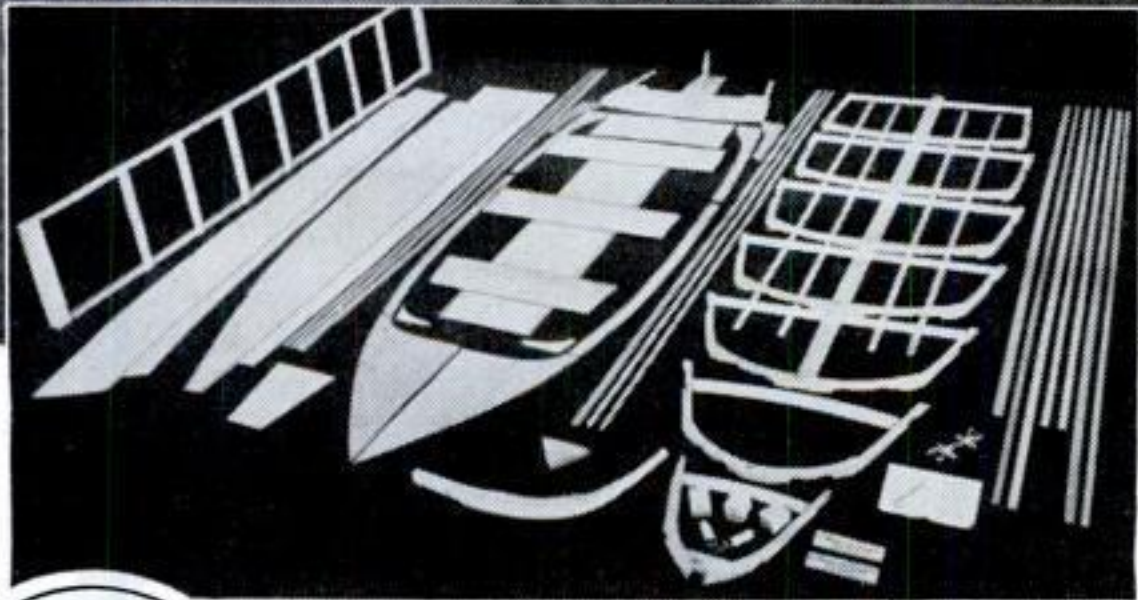
CONTINUED ON PAGE 48



# Chris-Craft BOAT KITS



KIT  
**\$178**  
F.O.B. FACTORY



**Big, fast** Chris-Craft 14-ft. De Luxe Runabout Kit Boat (above). You'll have fun assembling this beauty yourself! *It's easy!* And you save 1/2 or more! **Left**, kit for 14-ft. De Luxe Runabout, showing pre-cut wood parts, assembled frames and stem, and building jig. Each Chris-Craft Boat Kit includes accurately pre-cut

Philippine Mahogany parts and Fir marine-plywood panels; brass fastenings; screw driver; seam compound; decals; and illustrated assembly instructions. For complete information, see your dealer or mail coupon for **FREE** catalog. Do it *today!* Buy your new Chris-Craft Boat Kit **NOW!**

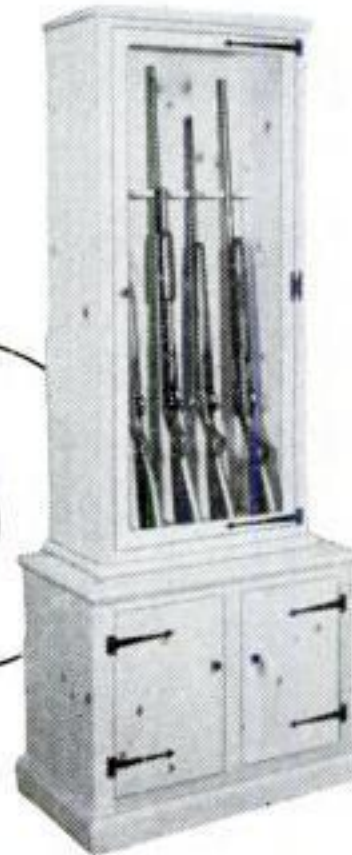


**\$595**

**Beautiful**, new 18-ft. Outboard Express Cruiser Kit Boat for either outboard or inboard motor. A great value! Kit also offered assembled and painted for only **\$895**.

## NEW KNOTTY-PINE GUN CABINET and TREASURE CHEST KITS

**Attractive**, new Chris-Craft Gun Cabinet serves many purposes in every home. Also available as two separate kits: upper Display Cabinet, **\$34**; and lower Storage Cabinet, **\$32**. Kits include hardware, too. Mail coupon for **FREE** catalog today!



**\$66**



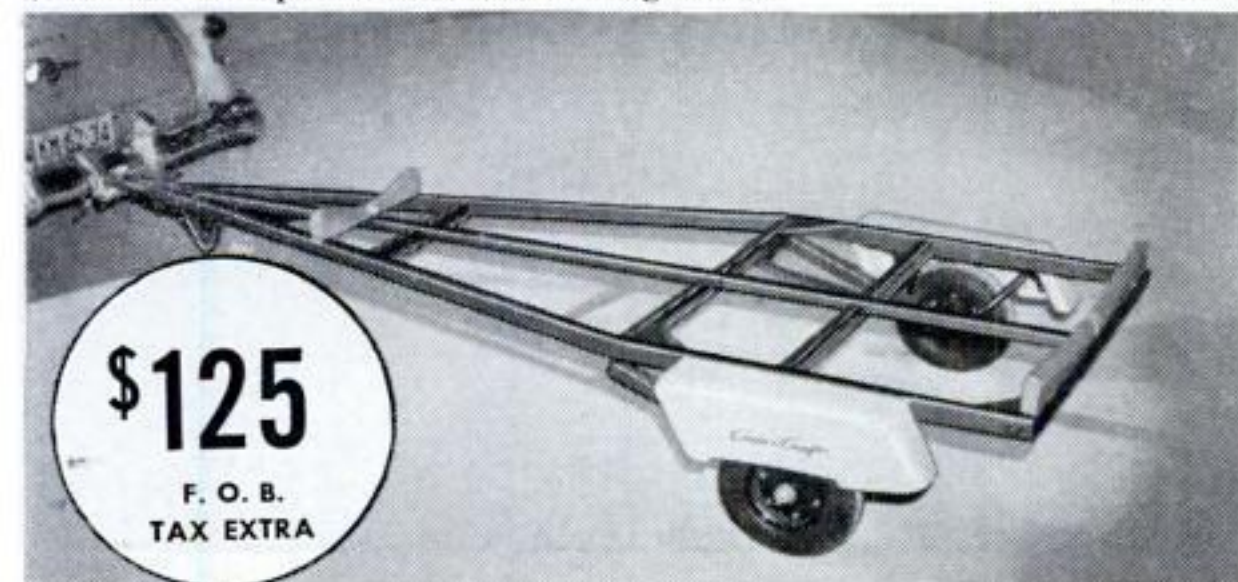
**\$45**

You'll have a barrel of fun with this Chris-Craft 8-ft. Pram Kit Boat. A cinch to put together! Pram Sail Kit also available, **\$68**. Mail coupon for **FREE** catalog **NOW!**



**\$39**

**Handsome**, sturdy Chris-Craft Treasure Chest provides large storage capacity, makes a dandy seat. Kit is *complete*, easy to assemble!



**\$125**

F. O. B.  
TAX EXTRA

**New** Chris-Craft Boat Trailer with welded-steel chassis, padded bunks, individual wheel suspension, sealed Timken bearings, 4.00 x 8 tires. Carries 650-lb. load. Excellent riding qualities. Packaged for convenient shipment. Assembly can be completed in *less than an hour!* Send for data today!



**\$36**

F. O. B.  
TAX EXTRA

**Stake Body Kit** is optional extra for trailer—converts trailer from boat carrier to utility trailer. Platform is 50" x 72" with 24"-high sides.

**ALL Chris-Craft Kits are EASY to assemble! They're FUN, too!**

## OTHER NEW CHRIS-CRAFT BOAT KITS INCLUDE:

• 10-ft. Utility Racing Pram.....	\$ 84
• 12-ft. Runabout.....	112
• 14-ft. Fishing Skiff.....	121
• 14-ft. Runabout.....	167
• 16-ft. De Luxe Runabout.....	239
• 17-ft. Speedboat.....	449
• 21-ft. Sportsman.....	660
• 21-ft. Express Cruiser.....	809
• 31-ft. Express Cruiser.....	2070

(Prices quoted are for kits, f.o.b. factory. All prices, specifications and equipment are subject to change without notice.)

**MAIL COUPON FOR FREE CHRIS-CRAFT KIT CATALOG TODAY! BUY YOUR NEW CHRIS-CRAFT KIT NOW! SAVE 1/2 or more!**

Distributor and dealer inquiries invited.

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BOAT KIT DIVISION

CHRIS-CRAFT CORPORATION, ALGONAC, MICH.  
MOTOR BOATS • MARINE ENGINES • OUTBOARD MOTORS • BOAT KITS  
WORLD'S LARGEST BUILDERS OF MOTOR BOATS

CHRIS-CRAFT CORPORATION, Boat Kit Division  
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## NEW Shampoo Discovery gives You Film-Free Hair with

# NO "DETERGENT DRYNESS"

[Dryness caused by strong "dishpan" detergents in some shampoos . . . that can take out of your hair the very substances it needs for health and beauty.]



Nature gives you "Young" Hair . . .

## NEW FITCH SHAMPOO Helps Nature Keep Your Hair Looking Young

*Your hair renews its youth* with every inch it grows . . . and gentle new Fitch Shampoo has the *special* formula that keeps it healthy, young. New Fitch floats out surface oil, dirt, and loose dandruff . . . but *leaves in* Nature's beautifying lubricants to polish your hair with a *natural* shine.

*See the difference!* No dulling film remains . . . the "rinse" is right in the new Fitch shampoo formula.

*Feel the difference!* That brittle feel of harsh "detergent dryness" disappears as natural oils are restored.

New Fitch Shampoo makes even hardest water rain-water-soft. It leaves your hair easier to manage, gives it that "Hair-dresser Look." It's mild, safe for a child's scalp . . . and still the only shampoo that guarantees to remove dandruff in one lathering—or your money back.

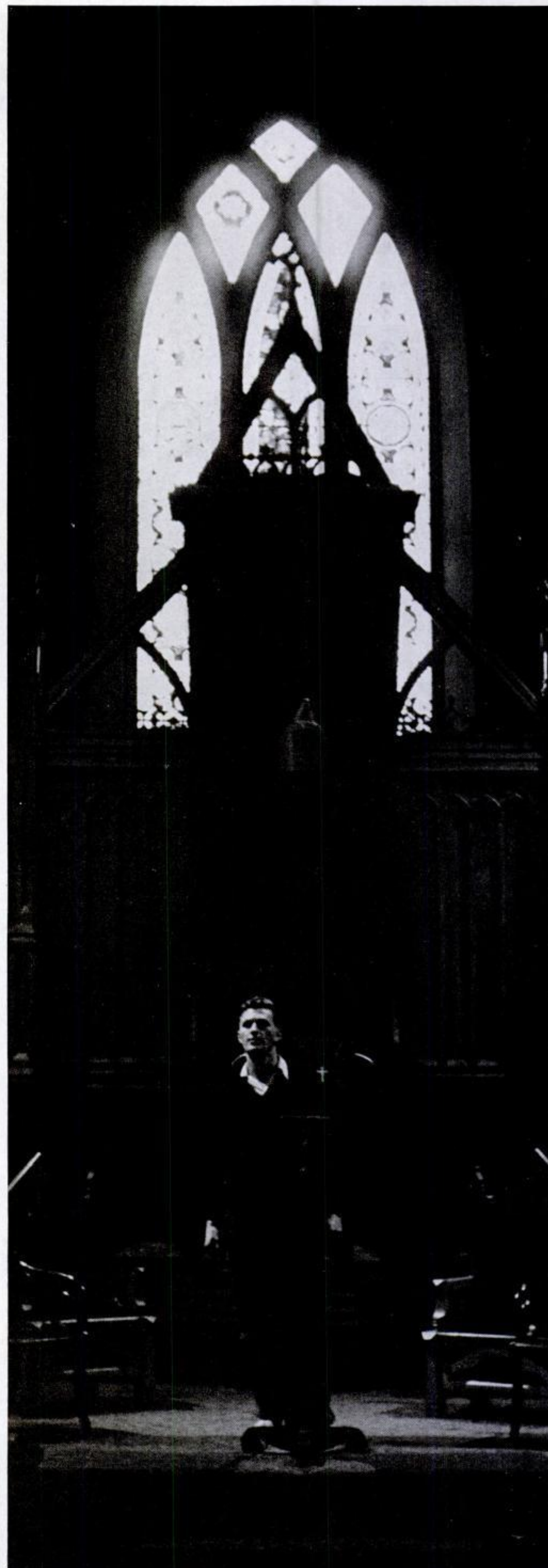
Stop washing the "Bloom of Youth" from your hair . . .

SWITCH TO

# New FITCH SHAMPOO



PERFECT FOR ALL THE FAMILY. Copyright 1952, Fitch Div., Grove Laboratories, Inc.

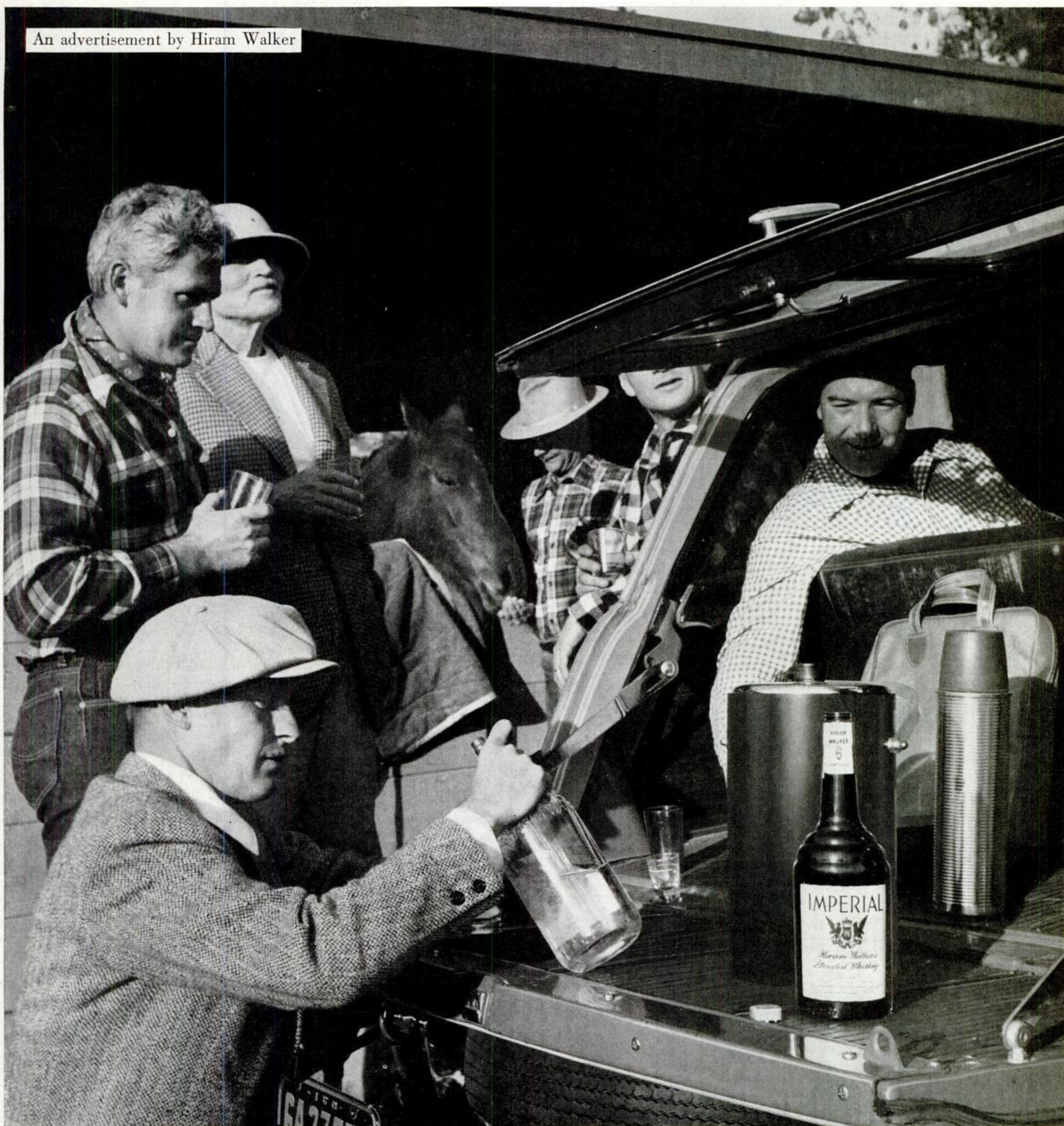


**COMMENCEMENT ADDRESS**, which at Bowdoin is traditionally made by student, is practiced in church by Mike von Heune, '52. He spoke on "The Hope of Europe." His mother was born in U.S. His father, a German officer, was killed carrying a flag of truce to surrounded Russians in World War II.

CONTINUED ON PAGE 51



An advertisement by Hiram Walker



## THIS CROWD LEADS A DOUBLE LIFE

Monday finds them in business suits, cramped behind city desks. But when the weekend comes, these men are back in the open, riding rough trails through woods and bramble.

And, at the trail's end, there's always time to linger for a drink or two of a good-tasting whiskey. Usually, now, this whiskey is Imperial.

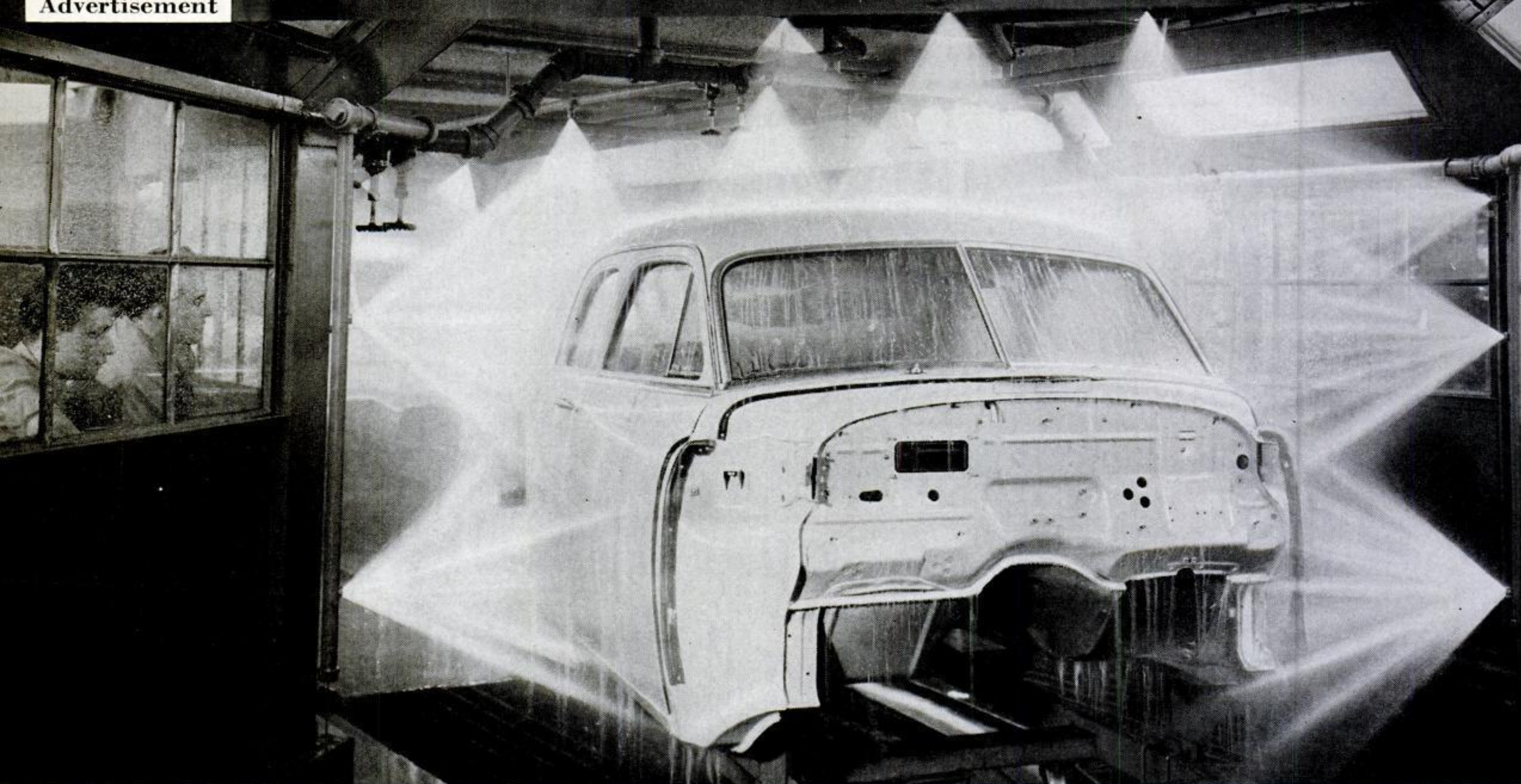
Many other people — town and country alike — prefer Imperial, too. For Hiram Walker takes unceasing pains to make this whiskey mild and smooth and mellow in flavor, year after year.

Today, Imperial is one of America's very largest-selling whiskeys — because *people like you* have found it remarkably good.

**JUST TELL THE MAN YOU WANT IMPERIAL**

BLENDING WHISKEY. 86 PROOF. 70% GRAIN NEUTRAL SPIRITS. HIRAM WALKER & SONS INC., PEORIA, ILLINOIS





A "CLOUDBURST" in this 100-foot water tunnel at the DeSoto plant proves the effectiveness of Chrysler Corporation's advanced methods of sealing against moisture, dust and drafts. Here complete De Soto bodies move slowly past high-

pressure water jets that douse them from every angle. This is typical of the thoroughness with which all Plymouth, Dodge, DeSoto and Chrysler cars are built — the extra care that adds extra value.

## A CAR'S BODY TELLS A LOT ABOUT A CAR'S REAL WORTH TO YOU

Chrysler Corporation engineers, stylists, and production men work together, so that body and chassis form a perfectly balanced unit — created from the start for your safety, comfort and *driving and handling ease*.

The way a door latches and holds . . . the amount of head and leg room you get . . . the comfort of the seats . . . breadth of vision . . . ease of getting in and out — all these are easily-read guides to the worth of any car.

In a Plymouth, Dodge, De Soto or Chrysler, you get a superior body — and a superior chassis — engineered to give you the greatest worth for your money.

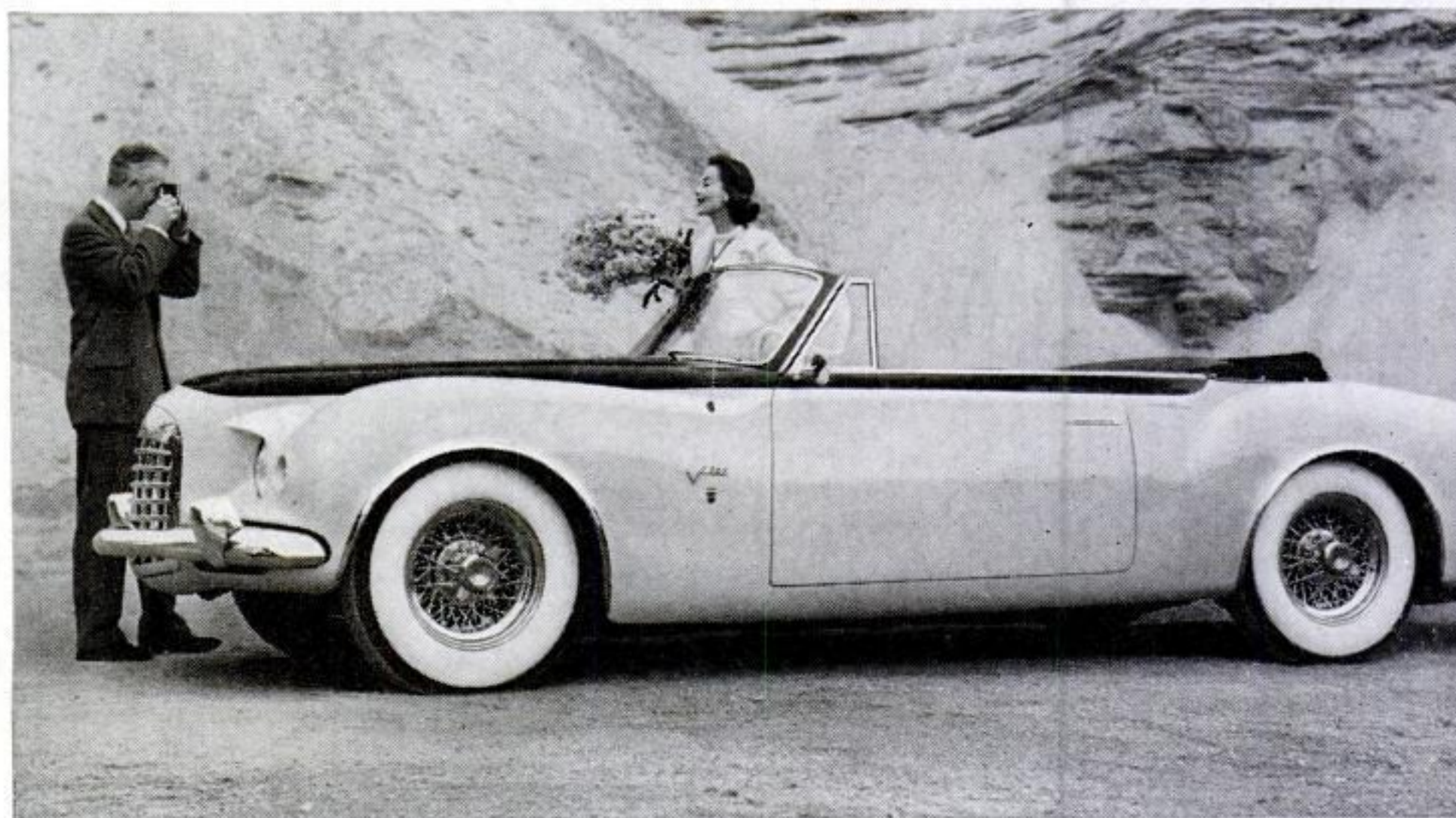
You can prove this for yourself just by calling your nearby dealer and driving one of these great cars.

**CHRYSLER CORPORATION** engineers and builds PLYMOUTH, DODGE, DE SOTO, CHRYSLER CARS & DODGE TRUCKS

Chrysler Marine & Industrial Engines • Oilite Powdered Metal Products • Mopar Parts & Accessories • Airtemp Heating, Air Conditioning, Refrigeration • Cycleweld Cement Products



**ENGINEERS' EYES ARE EVERYWHERE.** Out of their laboratories and on to the production lines go Chrysler Corporation engineers, to follow through each step in body construction. Here an engineer studies the double welding of a Dodge body, one of many things that mean safer, quieter cars, with windows that work easily, doors and panels that stay solid and free from rattles.



**THE NEW C-200.** New advanced body designs are created by Chrysler to learn from experience practical applications of entirely new concepts of style and comfort, fabrics and fittings, performance and safety. The Chrysler C-200 is the prototype of a dramatic new convertible.





AFTER WAITING FOR FOUR HOURS, CHARLIE GREET'S MOTHER AND CAROL, WHO CAME FROM HARTFORD TOGETHER

## A SENIOR'S LAST DAYS

President Sills has often cautioned his seniors against a "So What" attitude, which he deplors. In the case of Charlie Ericson, however, the big question is, now what? Twenty-one years old, a biology major and a better-than-average student, he would normally have gone out, got a job and got married. But with 10% of his class already commissioned in the armed services and 60% more facing a call from the draft, Charlie now plans to get into the Navy OCS in August and wait and see what happens after that. In his last week at Bowdoin, Carol Hanson, a Wellesley junior, came up to see him, as she often has before. Together they went for walks and picnics and sat around with their friends. They enjoyed Charlie's new freedom from college routine so much that they even skipped the fine college productions of *Hamlet* entirely and only put in 30 minutes at the big senior class dance.



OFF TO A PICNIC given by his Alpha Delta Phi fraternity brothers, Charlie and Carol walk down to the beach.



NEW GRADUATES sit with their ladies at the fraternity picnic and talk about jobs, marriage and the draft. Charlie

and Carol are at extreme left. In center background are George (now Lieutenant) Johnston and bride of five days.

CONTINUED ON NEXT PAGE

Are you  
**resisting**  
Tampax?



...if so, ask  
yourself why

Don't let your inborn conservatism keep you from adopting the Tampax method of monthly sanitary protection. You will only be depriving yourself of the comfort and convenience which this scientific discovery is offering you. The doctor who originated Tampax has designed it to give many benefits to women—married or single.

First you should know that Tampax is worn internally and is very small—many times smaller than the external type of monthly protection. Being made of pure surgical cotton, it is extremely absorbent—also easily disposable. Tampax comes to you in slim white applicators. Your hands needn't touch the Tampax and you cannot feel it while wearing it!

NO BELTS  
NO PINS  
NO PADS  
NO ODOR

How free you feel! No belts or pins or external pads to pull or twist or slip or stick. Best of all, no odor or chafing. No bulges under clothing.... You can even wear Tampax in your shower bath or your tub! Month's supply may be carried in purse. Buy at drug or notion counters in 3 absorbencies: Regular, Super, Junior. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising by the Journal of the American Medical Association

TAMPAX INCORPORATED  
Palmer, Mass.

LF-23-62-N

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

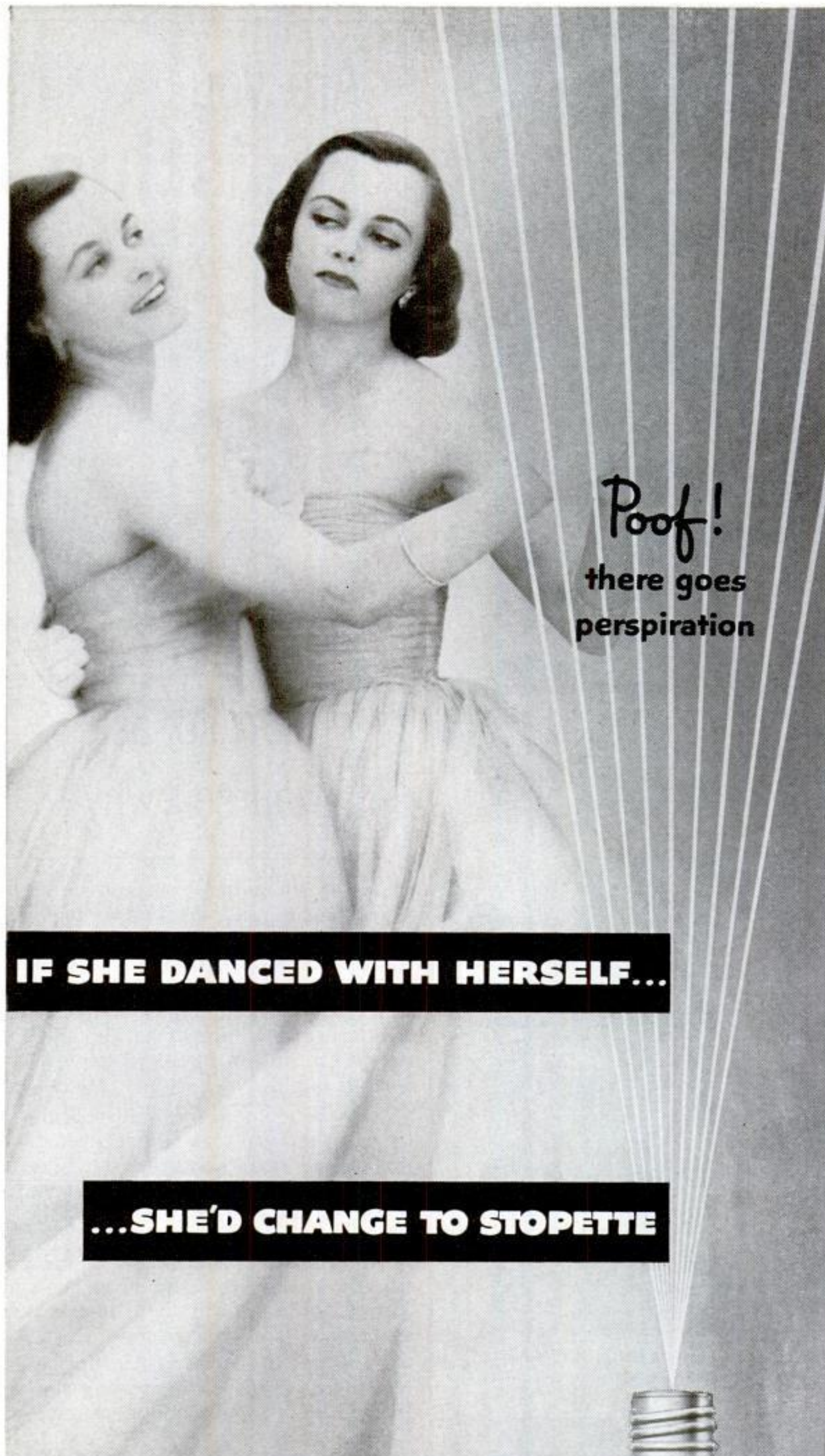
( ) REGULAR ( ) SUPER ( ) JUNIOR

Name.....

Address.....

City..... State.....





Poof!  
there goes  
perspiration

**IF SHE DANCED WITH HERSELF...**

**...SHE'D CHANGE TO STOPETTE**

If you danced with yourself would your pleasure be dimmed by traces of perspiration? Remember . . . tension, excitement, even the thrill of a kiss, can cause an *unexpected* surge of perspiration. That's why Stopette is doubly important in important moments.

Dr. Jules Montenier, the noted cosmetic chemist, has included in his Stopette formula one special ingredient that provides an *extra* Margin of Safety. No surge of perspiration need embarrass you.

One quick squeeze of Stopette's flexi-plastic bottle—and Poof! there goes perspiration, *effectively* throughout your longest day. And you never touch Stopette, hardly know it touches you. No other deodorant makes it so easy to be so sure.



Two sizes: \$1.25 plus tax and 60c plus tax  
Wherever good cosmetics are sold



**A New Development  
in Daintiness**

Stopette "Poof" Deodorant Body Powder keeps you fragrantly fresh all over—all day. In flexi-plastic "squeeze" bottle so it sprays on without muss or waste.

**Stopette**  
THE ORIGINAL  
SPRAY DEODORANT

**JULES MONTENIER, INC., CHICAGO**



**"CASEY" SILLS**, retiring president, walks down a path on the campus. A classicist, he teaches comparative literature, plays a good game of golf, once ran for the Senate on Democratic ticket and, though extremely busy, he always appears to have plenty of time. Now at 72 he plans to do a lot of traveling.



# New kind of refrigerator-home freezer brings you the miracle of **PERMACOLD**

Sensational freezing system with no moving parts... stays silent forever!



**1**

## HOME FREEZER COMPARTMENT

Only Servel gives you a freezing system that goes into action on a change of even one degree. Freeze foods... store up to 70 pounds of frozen fruits, meats and vegetables. Prepare ice cream or other desserts. Make ice cubes—fast.

**2**

## FRESH FOOD COMPARTMENT

Only Servel gives you a big fresh food compartment with correct temperature controlled by PERMACOLD. You have the convenience of readily adjustable shelves for special storage needs. Ideal for once-a-week shopping.

See all you get  
in this one  
fine refrigerator...

Guards fresh and frozen foods  
as no other refrigerator can!



## PERMACOLD FREEZING SYSTEM BACKED BY 10-YEAR WARRANTY

... twice as long as any other refrigerator

Saves you \$100 to \$140. Because the exclusive PERMACOLD freezing system eliminates 5 different places where other kinds of refrigerators break down, you get this 10 year warranty on the freezing system. Important,

because it's usually after the fifth year—when their warranties expire—that other kinds of refrigerators need costly repairs... often including replacement of expensive freezing units costing up to \$140.

## Automatic defrosting plus these new and exclusive features:

### ✓ Automatic Defrosting!

No mess or bother for you. The Servel fresh food compartment stays clean, ice-free, always!... automatically!

### ✓ Permanent Silence!

No buzz or rattle. Servel offers the only complete line of refrigerators with a freezing system that can't become noisy—ever!

### ✓ Adjustable Shelves!

Make space for extra bottles, holiday turkeys, melons... odd-shaped or bulky foods. Gives you extra interior space without taking more floor area.

### ✓ Butter Conditioner!

Keeps your butter fresh, cold—yet at right temperature for easy, economical spreading.

### ✓ New Door Handles!

Now save half your trips to the refrigerator. You can have both hands full... just a nudge from your arm, elbow or wrist and the door opens easily and quietly.

### ✓ Odds & Ends Basket!

A neat, handy catch-all—now leftovers and small items can't become mislaid or forgotten!

## Exclusive with Servel!

### CHOICE OF INTERIOR COLOR DECORATION



ICICLE BLUE



SUNFROST GREEN



LUMINOUS GOLD

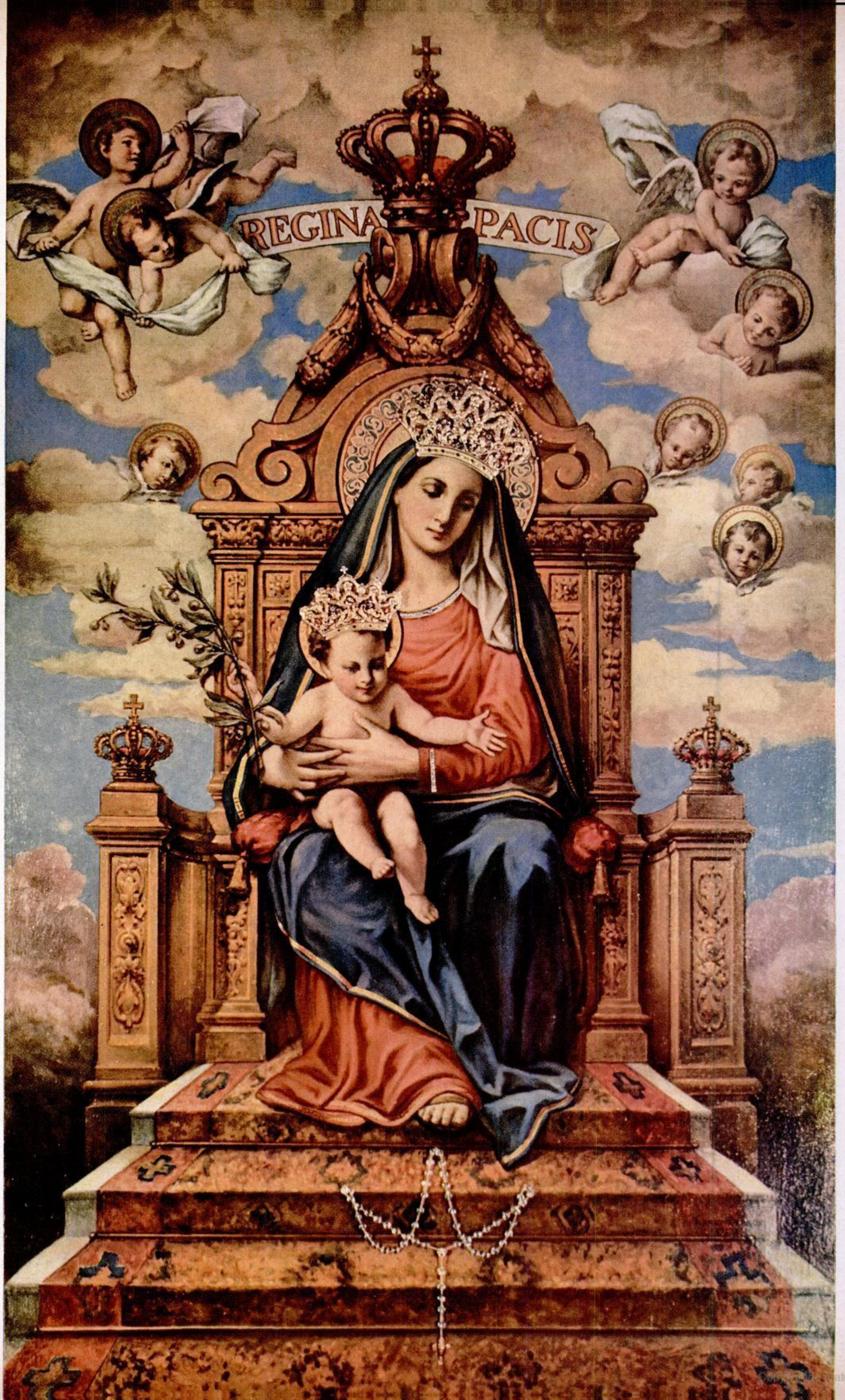
# Servel

The only refrigerator that operates on  
**GAS or ELECTRICITY**



Servel, Inc., Evansville 20, Ind. In Canada, Servel (Canada) Ltd., 548 King St., W., Toronto, Ont.









AFTER THEFT CROWN-HOLDING PINS ARE EMPTY

## JOYOUS PARISH

**Looted of \$100,000 in jewels,  
shrine gets them back by mail**

Four years ago, urged by their pastor, Monsignor Angelo R. Cioffi, parishioners of Regina Pacis Votive Shrine in Brooklyn began contributing their jewelry to make two crowns for the central figures in the shrine's altar painting (*opposite*). Last month the crowns, made up of contributions from more than 1,000 people, insured for \$100,000 and personally blessed by the Pope, were installed. A week later the shrine's curate, the Reverend James Russo, while saying Mass one morning, looked up and saw to his horror that the crowns were gone, stolen overnight. His parishioners wept.

Last week a heavy, special-delivery stamped envelope (*below*) was delivered to the shrine rectory. A few minutes later Monsignor Cioffi interrupted the Mass to make a glad announcement: the crowns were returned, safe except for minor damage. The congregation, largely Italian, rose to its feet and cheered; women wept and fainted from joy. "A miracle," some cried. But many case-hardened detectives thought that the jewels' return was brought about less by a miracle than simply by the thieves' finding them too celebrated and too hot to fence.



MONSIGNOR CIOFFI DISPLAYS RETURNED CROWNS. SOME STARS ON ONE (RIGHT) ARE BENT OR MISSING



**MANILA ENVELOPE** in which crowns were mailed bore \$3 worth of stamps. Return address is actually that of the police annex building near headquarters.

















**TEARS OF JOY** dewed the eyes of parishioners on seeing the jewels for whose return they had prayed. Henceforth a steel panel will guard the gems at night.



# CAREER GUIDE FOR FUTURE COLLEGE STUDENTS

Chart of the major professions tells how to start, where and how you go from there and where you may end up

		TRAINING	IMMEDIATE PROSPECTS
	<b>TEACHING</b>	Most elementary and high school teachers must have bachelor's degrees. High schools prefer those with master's degrees. College applicants should either have doctoral degrees or be working for them. Each state has its own certifying requirements.	Teachers are very badly needed in elementary schools, less so in high schools. There is a temporary teacher surplus in colleges, but this will disappear as the postwar birth-rate bulge moves up through the high schools to college level.
	<b>NURSING</b>	Candidates for taking examinations to be registered nurses must be high school graduates and either attend a 3-year hospital school or take a 4- or 5-year "degree program" alternating regular college work with basic nursing training.	Excellent: there has been a severe shortage of registered nurses everywhere in the U.S. since before World War II. There are more openings for nurses today than can be filled, in hospitals, public health agencies, industry and the armed forces.
	<b>ENGINEERING</b>	College B.S. degree in engineering is enough to qualify a graduate for a good job. But higher starting pay is available to those who can put in an extra year for a master's degree.	Because of the present shortage, prospects for beginning engineers are the best of any of the professions (LIFE, May 5). Men with B.S. degrees are now getting jobs at around \$350 a month; those with M.S. get \$25 to \$50 more.
	<b>LAW</b>	Two to four years of college plus three years at an accredited law school. In some states clerkship in a law firm is required before bar examinations can be taken, but in other states they can be taken immediately after graduation from law school.	Large law firms, to which city law students aspire, habitually pick top men in classes. Law is a crowded profession, but there are still openings outside the larger metropolitan areas.
	<b>MEDICINE</b>	Four years of medical school following four years of college, although some schools take men after three years. Graduates are then expected to intern at least two years. Medical education is one of longest and most expensive of all.	Apparent shortage exists because of wider acceptance of idea of medical care and medical insurance plans. But medical schools, like dental schools, claim shortage is primarily one of distribution and doctors are in short supply only in rural areas.
	<b>MINISTRY</b>	Major Protestant denominations require, for ordaining ministers, a college B.A. degree plus three years of a recognized theological seminary. Other faiths have different training requirements and standards and are not included in this chart.	Ministers are needed everywhere because of current upswing of religious activity all over the U.S. Most denominations are unable to keep up with the demand for new men.
	<b>PHARMACY</b>	Bachelor's degree from college of pharmacy is required, followed by at least one year's apprenticeship in a registered pharmacy. New pharmacists can then either join the staff of a retail pharmacy or go into business for themselves.	As with doctors and nurses, pharmacists are in increasing demand nowadays because of the great increase in medical care. There is a tendency now to employ more women pharmacists resulting in a distinct need for women in the field.
	<b>DENTISTRY</b>	Two years of college work plus four years of dental school qualifying for a D.D.S. degree. After graduation, dentists can legally begin practice right away, but more and more are seeking opportunities for internship before practicing.	There is a shortage of dentists principally in rural areas of the U.S., but dental schools say that a better distribution of existing graduates would probably rectify this.
	<b>SOCIAL WORK</b>	College degree plus two years of professional training at an accredited school to earn a master's degree. A Ph.D. degree is not required yet for top positions simply because insufficient facilities exist at present for training men that thoroughly.	There is a great demand today for social workers who have the proper training for specialized jobs in the field. But at least two thirds of all "social workers" today are without the proper training and their employment chances are far poorer.
	<b>JOURNALISM</b>	Most employers prefer men with college B.A. degrees strong in history and economics, but journalism jobs are so varied that this is not a rule. Many colleges give degrees in journalism and their graduates are respected and welcomed.	For newspaper work, prospects are poor except in small towns near major cities. Best openings are in non-newspaper fields like public relations. Competition for jobs is generally high because of field's reputation for variety and excitement.
	<b>CHEMISTRY</b>	A college degree is necessary for all good jobs and an M.S. degree is advisable. However, the best jobs, especially those in chemical research, go to those who have a Ph.D. degree.	Plenty of openings at all levels, although better jobs go to those with higher degrees. Even those with B.S. can find good openings. Demand is anticipated for many years.
	<b>LIBRARY SERVICE</b>	College B.A. degree is required, and one extra year of graduate work in a specialized library training school to earn either a bachelor's or a master's degree in librarianship.	There has been a shortage of librarians in U.S. ever since before World War II, and there are plenty of openings not only in public libraries but in special libraries and government service.
	<b>ARCHITECTURE</b>	Five years of training at an accredited college are required—two years of liberal arts and three of architectural training. Graduate must then spend one to three years working in a registered architect's office before he can take an exam for a state license.	Opportunities for graduates of good schools are excellent today. However architectural profession is notoriously subject to severe economic fluctuations, which make predictions very risky.
	<b>PSYCHOLOGY</b>	To practice, psychologists must have post-graduate degrees. Psychologists use knowledge of human behavior in testing and training people, in clinical, educational, personnel, research work. Some work with psychiatrists (who are M.D.s) in treating mental disorders.	As in social work, the good jobs go to those psychologists who are properly trained. For those with doctorates there are more job openings than can be filled, especially in government, in industrial work, in college teaching and in clinical work.



The 459,000 high school graduates who are entering college next fall have the summer to think over what they will be studying in the next four years. Their courses will be largely determined by what careers they choose. And like the class of '52 more than half of the class of '56 will wind up in one of the major professions listed below. To help show what each career involves, LIFE has prepared the chart below. It is impossible to predict precisely the conditions that will exist four years from now, but the chart has been based on the studies and

opinions of professional associations and college deans and placement bureaus. Most professions require a college degree plus further university study. Most have well-established standards of performance set up either by professional associations or, through licensing, by government agencies. For many reasons professions seem highly desirable to today's college generations. They bring the highest respect of any occupations in a community, and the job outlook for college graduates trained in a profession looks exceptionally bright.

## ADVANCEMENT

## FINANCIAL REWARDS

## COMMUNITY RESPECT

To qualify for administrative posts, which pay highest salaries, teachers must usually have graduate degrees, preferably in school administration work. But many teachers would rather stay in classroom work and take regular pay increases.

In the past, teachers have been poorly paid, but salaries have been going up, partly because of the shortage of trained personnel. In cities teachers start at about \$2,800 a year and work up to \$5,600. Rural teachers earn considerably less.

Teachers have rarely won as much respect as doctors and ministers, but as recognition of their importance increases, so will the respect accorded them. At present only college professors are assured of virtually automatic respect in their community.

Depends on nursing experience and on advanced training in specialties like pediatrics or surgery. Those who have taken the college "degree program" tend to advance further and faster than those with only hospital-school training.

Pay starts at \$45 to \$55 a week and can work up to more than \$80 a week on the supervisory level. Administrative positions pay from \$3,500 to \$7,000, sometimes more. Nurses' hours have improved, now average 40 to 44 hours a week.

At one time, nurses were considered almost on a level with domestic servants. But with the public becoming more accustomed to nursing care and with health standards rising, nursing has won real acceptance for itself as a profession.

May be in for improvement since industry now realizes that one cause of current shortage is poor use of available talent. Shortage is forcing employers to give engineers better opportunities for advancement, relieve them of detailed, clerical work.

Especially good for those who are willing to relinquish some of their technical work and go in for administration; many industrial leaders today were originally trained as engineers.

The technical, detailed nature of engineering has sometimes made it seem an uninteresting profession. But the current shortage of talent has focused public attention on engineers' contributions and accomplishments and their prestige has improved greatly.

Unlimited opportunities for men of ability. For instance lawyers connected with industrial firms are given great responsibilities and frequently become officers of those firms. The law is the traditional road to political office.

Average starting pay is poor. But advancement can be rapid and after five years men can make \$6,000 and up. Best rewards go to men in private practice, specialists most of all.

Varies with type of law practiced and field of activity but is generally high, often ranking with doctors and clergymen.

Those with executive ability can work toward reasonably well-paying jobs in hospitals or with research foundations. But most physicians prefer to build up their own general practices or go into specialized fields like surgery or psychiatry.

Poor at first since their training takes so long, but physicians often become among the wealthiest members of the community. Some doctors earn up to \$50,000 or \$100,000 a year. For most of them the only limit is their own time and energy.

Generally ranked at the top of the professions. Successful practice almost always brings automatic respect within the community.

Inspirational leadership and/or executive ability will usually bring a minister public attention and acclaim. This helps build up the minister's own church or gives him chance to extend his efforts by winning transfer to a larger parish.

To most ministers the matter of money is not important. They go into the calling for spiritual reasons, not for any financial remuneration. Graduates of top theological schools start at around \$3,000 a year, and ministers often live rent-free.

Excellent. Ministers are unique among all the professionals in that their prestige is very high from the start, earning them great respect as soon as they assume their first parish or post.

Best opportunities for pharmacists lie in ownership or part ownership of their own store. Pharmacists can also earn substantial livelihoods in hospitals, sales work and in the research departments of drug manufacturing companies.

Beginning pharmacists start now at from \$80 to \$100 a week. Those who eventually own their own stores can do very well for themselves if they are efficient and resourceful: they must thereby become good managers and merchandisers.

Very good in small communities, where pharmacist is sometimes accorded almost as much respect as local doctor. Prestige is not as high in cities, where pharmacists tend to lose their identity.

Since most dentists work individually, advancement depends on the man himself. In self-practice dentist can build up own business both through professional competence and personality.

Substantial. Successful dentists make from \$9,000 a year up, depending on how hard they are willing to work. And unlike physicians they can limit their work to regular office hours.

Dentists are more generally respected in rural and suburban areas than in cities. They rarely have as much prestige as physicians. Dental specialists, such as oral surgeons, generally are more respected than are basic practitioners.

Depends almost entirely on a person's experience and the amount of his professional graduate education. Those without graduate training can occasionally get good promotions, but the first choices usually go to men with advanced degrees.

Starting salaries average \$3,000 a year. Social workers can work up to salaries that average \$8,000 to \$10,000 a year. There are a few exceptional jobs around the U.S. and in the federal government which pay up to \$15,000 and \$18,000.

Biggest drawback to prestige in the field has been due to superfluity of improperly trained workers. As the training of social workers improves, so will their prestige as a group.

Depends somewhat on writing ability, although administrative talent can lead to executive positions and there are good opportunities on the business side of journalism. Top journalist jobs are those of editor, columnist, correspondent.

Starting salaries have been traditionally low but they depend on the newspaper or magazine and also on the area of the U.S. Journalism is generally not a well-paying profession although a few top editors in large cities earn high salaries.

Prestige depends more on the individual and his contribution than on the profession itself but is generally good because of the importance of newspapers in most communities.

Most chemists spend lifetime in laboratory and prefer professional advancement to a chance at administrative work, which brings most money. With new fields of research opening up, opportunities for professional advancement are excellent.

Starting salaries depend on what degree one has: chemists with a B.S. can start at \$300 a month; those with M.S. \$400; with Ph.D. at \$500. The government pays chemists up to \$15,000 a year, but the highest salaries of all are in industry.

Has always been good but is especially high nowadays with newly recognized importance of chemist in atomic science and industry. Because of theoretical and experimental end of their work chemists generally have more prestige than engineers.

Library service offers excellent opportunities for advancement. They depend to some extent on area of U.S., however, with best chances in West, Midwest, and Middle Atlantic areas.

Library school graduates can earn starting salaries ranging from \$3,000 to \$3,800. Those with science training can begin at \$3,900 in technical libraries. Men and women with ability can eventually work up to a salary of \$7,000 a year or more.

The very small libraries are slowly disappearing, but there is a big expansion today in governmental and college university libraries and these carry with them considerable prestige. Some libraries even have their own TV and radio stations.

Most architects plan eventually to set up their own offices. This requires them to draw on talents like salesmanship and diplomacy in addition to their technical skills, but it is the principal road to achieving a reputation and financial success.

Graduate architects, starting out as draftsmen, earn an average of \$60 a week. Most of them aim to go into self-practice, where they can earn from \$10,000 a year up, based on fees varying from 6% to 15% in the case of home architects.

The profession has suffered from a public impression that architects were interested only in making houses look pretty. Since they have put an emphasis on engineering and the economics of building, architects have gone up in public respect.

Opportunities for advancement are good, but field is still too young to have developed a recognized order of promotion.

Those with master's degrees start at around \$75 a week; those with doctorates, \$100. Clinical psychologists can earn from \$4,500 to \$10,000 a year; private practice brings more. Pay ceilings are low for those who do not have doctorates.

Most people do not understand just what psychologists do. But psychology is gradually winning more of a name for itself, is being more and more used by the government and the armed forces, and hence is beginning to gain in community prestige.



**FABRIC FERRET**, Mrs. Jason Westerfield of Camden, Maine, looks over some of the fabrics she has found in many years of collecting all kinds of antiques in the U.S. and Europe. Nine of her rags have already been reproduced.



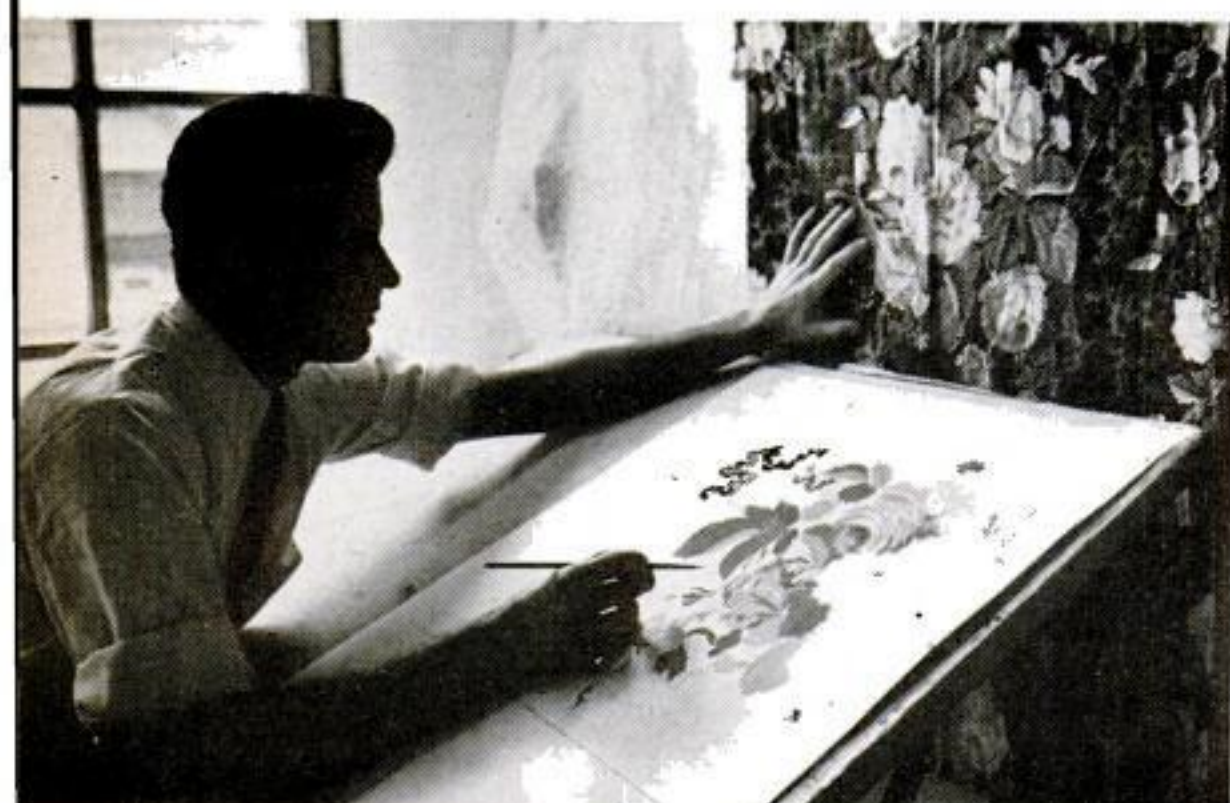
# The Vogue of the Ragpicker

COPIES OF HISTORIC FABRICS ARE DRESSING UP MANY OF TODAY'S HOUSES

Over the past few years decorators and department stores have been visited by increasing numbers of customers who want a copy of the "nice calico" or the "quaint chintz" they saw at Williamsburg or Monticello or one of the many historic houses of America. To meet the current demand for fabrics that bring history into the home, one large fabric house has increased its production of historic prints 500% in the past four years, and many other manufacturers have doubled and tripled production. For the most part these fabrics are copies or adaptations of 18th and 19th Century originals, which are appropriate with many styles of furniture—Early American (*opposite*), Victorian, 18th Century and modern (*following pages*). They may be used to drape windows formally (Strolling Players, p. 60) or informally

(Beaucaire, *opposite*). All of the fabrics are muted in color and restrained in design, altogether different from the flamboyant tropical prints that were so widely used a few years ago.

The prints are taken from old bits of fabric or wallpaper called rags, which are sent to fabric manufacturers by a new kind of ragpicker. Most of the pickers are amateurs—housewives like Mrs. Westerfield (*above*), schoolteachers, librarians or antique collectors who discover old materials in attics, junk shops and in old houses. Fabricmakers pay from \$10 to \$300 for a rag. About one in a hundred sent in turns out to be worth copying. When reproduced on chintz or cotton the prints start at about \$1.75 a yard. The most expensive of the 12 fabrics shown on the following pages is under \$7 a yard, though some prints on silk run as high as \$20 a yard.

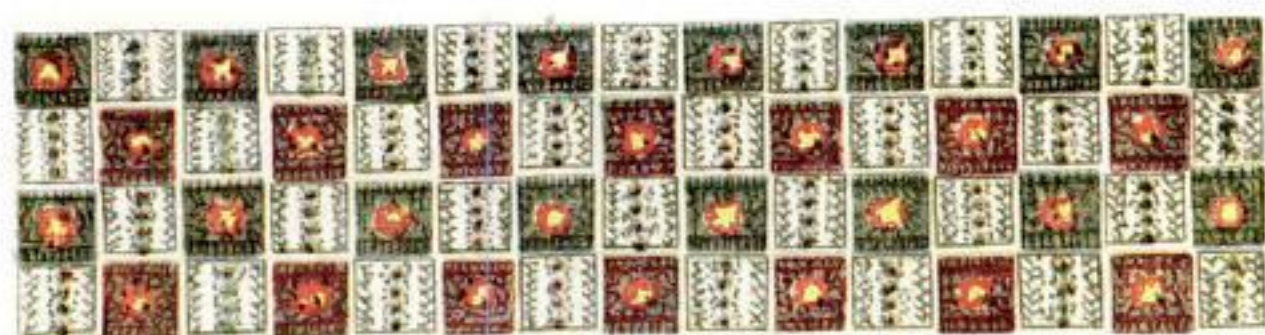


**DESIGNER** at Greeff Fabrics makes adaptation of Holburne (*opposite*), one of Mrs. Westerfield's rags.





Belton, shown in detail at left and above on antique settle, is copy on chintz of a 19th Century English textile (Mead & Montague).



Beaucaire, above and in cafe curtains (left) is copy in modern colors of 18th Century French print (Brunschwig & Fils).

Old Acquaintance (above) is an adaptation on chintz of a 19th Century American quilt with the patchwork pieces from early block prints (Waverly Fabrics).

Cries of Paris (below) is adapted from an 18th Century print of Paris street hawkers. This is a cretonne fabric (Brunschwig & Fils).



Holburne (above) is taken from a 19th Century American fabric found by Mrs. Westerfield. It is done on unglazed chintz (Greeff Fabrics).



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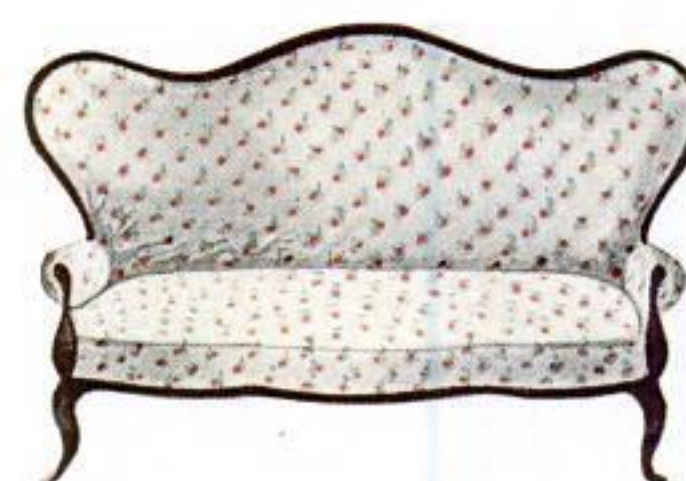
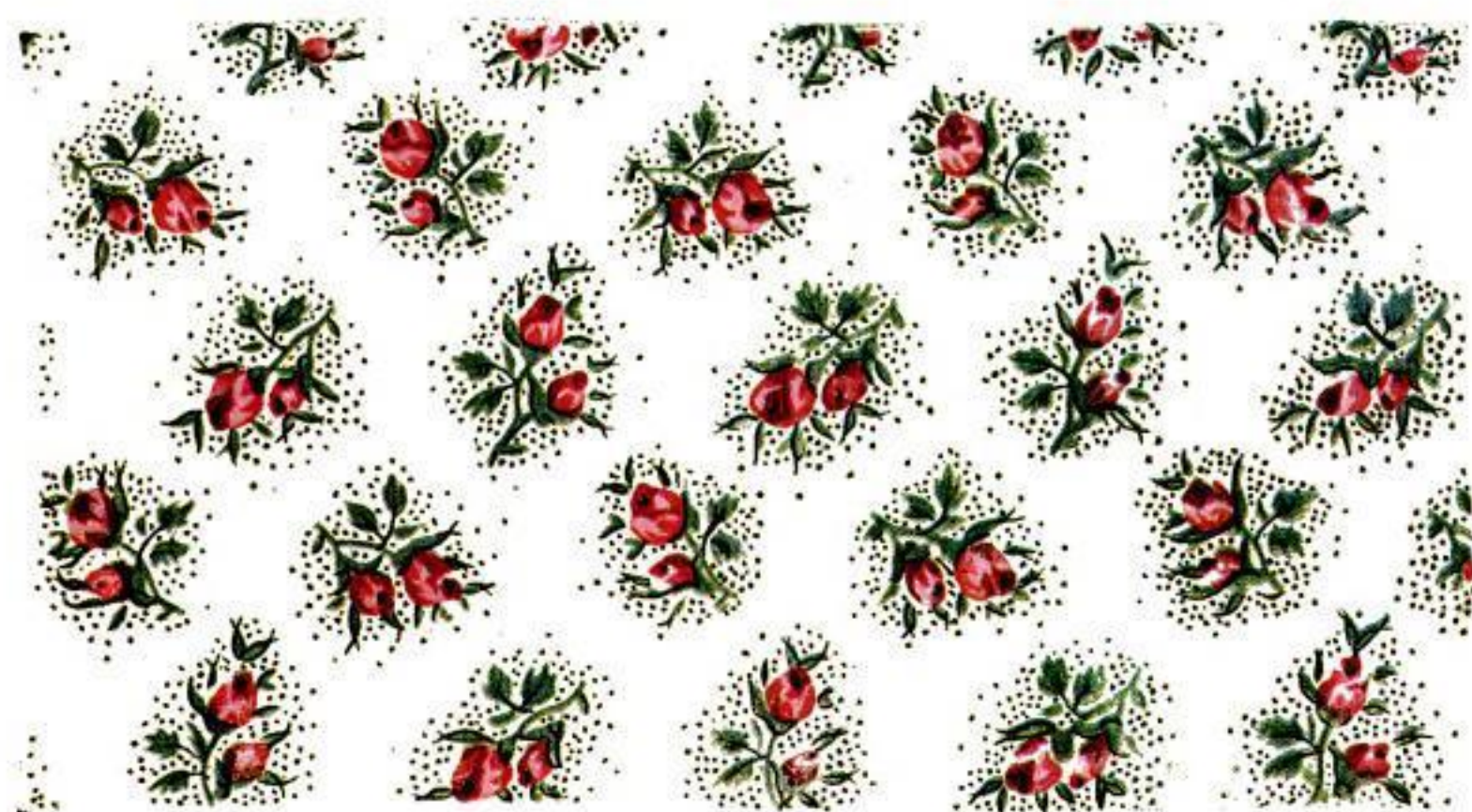
## HISTORIC PRINTS CONTINUED



Strolling Players, at left, in curtains (*above*) and on bed (*below, left*), copies an old French toile (Brunschwig & Fils).



Birds and Fruit (*right*) is reproduced from a 19th Century American print now in the Farmer's Museum at Cooperstown, N.Y. (F. Schumacher).



Petit Point, above and on the Victorian love seat (*right*), is an adaptation of an English needlepoint design dating from 1600. This print is a best seller (Everfast Fabrics).





Mandarin, on modern side chair (*above*) and in close-up at the right, is copied on glazed chintz from a Portuguese print dated 1845 (Cyrus Clark).

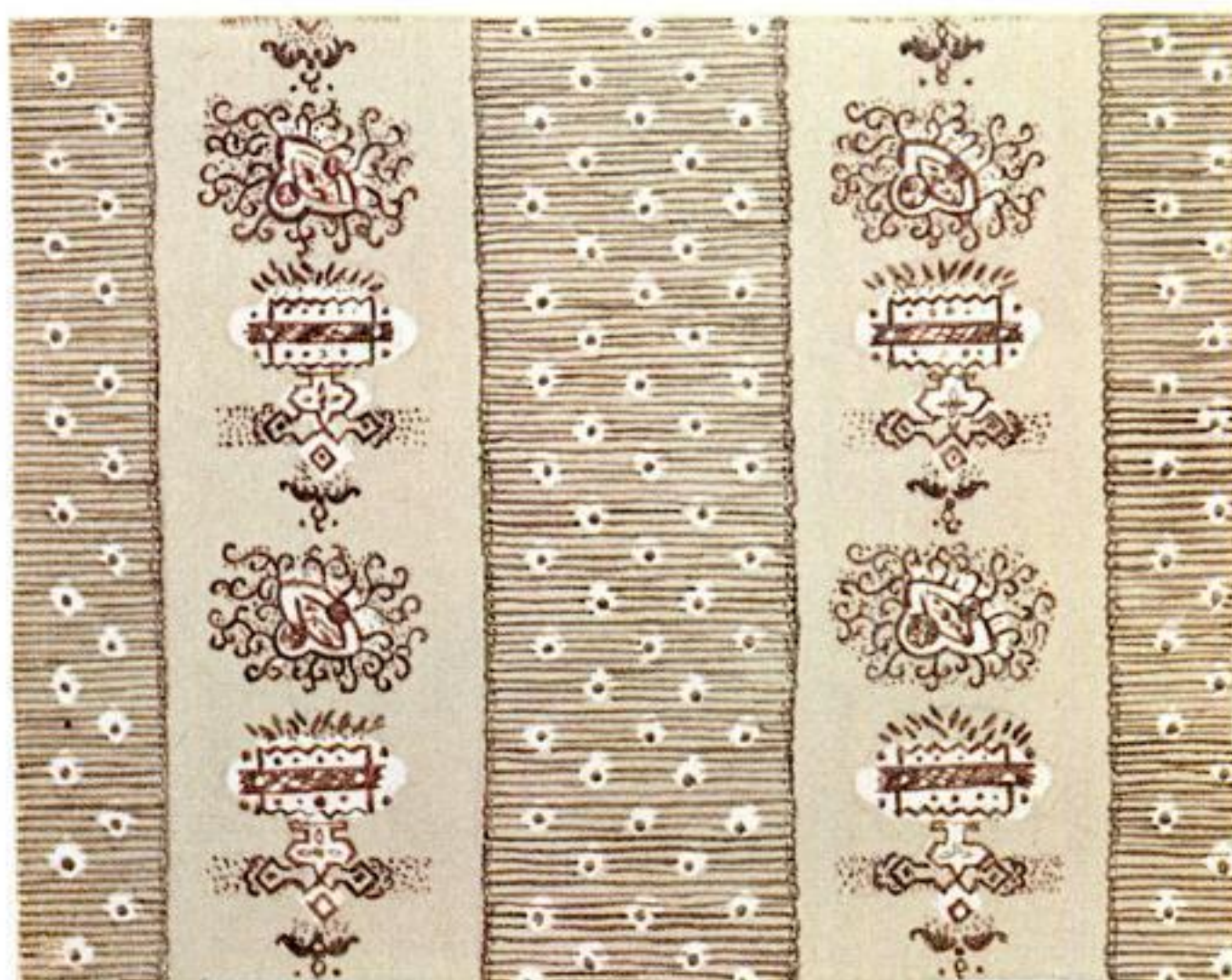


*Faulconer*



Marseillaise (*left*) is an exact copy on unglazed chintz of a 19th Century French textile design found in an old shop in Montmartre (Greeff Fabrics).

Monticello, below and on the modern sofa (*right*), is a copy of a calico print used in Thomas Jefferson's home. It is printed on cotton (Scalamandré Silks).



Nichols, the unglazed chintz above, is taken from an 18th Century Persian textile. The original fabric was used as a hanging (Mead & Montague).



1852

**Budweiser**  
LAGER BEER

1952



## THE BEER OF YOUR LIFETIME, TOO

A glass of cold, golden Budweiser has been a thirsty spectator's delight as long as baseball can remember. With such distinctive taste and character, Bud keeps its fans . . . for life.

This is BUDWEISER MONTH . . . Celebrating 100 years of brewing the world's most famous beer.

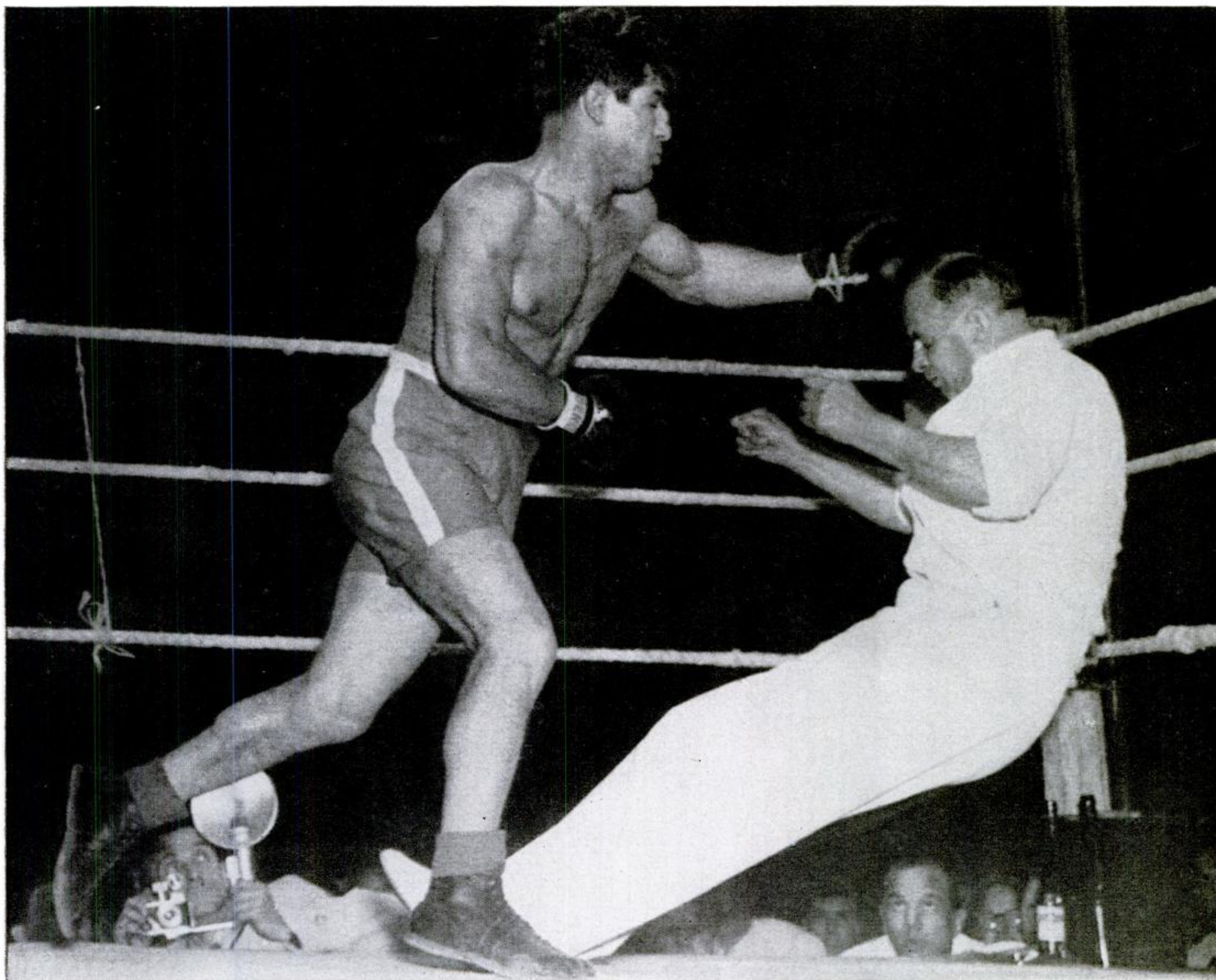


**ANHEUSER-BUSCH, INC.**  
ST. LOUIS, MO. NEWARK, N. J.



IT STARTED WHEN, ACCORDING TO RULES, REFEREE TAPS FIGHTER ➡

# BUT WHERE'S QUEENSBERRY WHEN THE REF GOES DOWN? ↓



KNOCKED OUT BY LEFT HOOK,  
REFEREE LANDS IN ROPES ➡



BUT THIS ISN'T THE END;  
FOR MORE, TURN PAGE ➡



Fiery cracks between the toes? *Look tonight!*

# ATHLETE'S FOOT calls for FAST ACTION



Examine the skin between your toes tonight. When open cracks appear it means that Athlete's Foot can strike.



Absorbine Jr. helps inhibit growth of all the infecting fungi it can reach.

Athlete's Foot can be serious—but Absorbine Jr. takes care of your misery, *fast*

● When hot summer footwork causes feet to perspire and tiny cracks to appear between the toes, Athlete's Foot fungi can get you in torment, even "lay you up."

So don't take chances—get quick relief with Absorbine Jr., America's Number 1 Athlete's Foot preparation!

Absorbine Jr. kills all the Athlete's Foot fungi it can contact. It helps heal open cracks, prevent reinfection, and promote regrowth of smooth unbroken skin.

But be sure to get after Athlete's Foot before it gets serious. Guard against reinfection: boil socks 15 minutes. Don't share towels and bath mats.

Get Absorbine Jr. at all drug counters. W. F. YOUNG, INC., Springfield, Mass.

Get after Athlete's Foot symptoms early! That's the time Absorbine Jr. helps clear them up fastest. Takes care of muscular aches and pains, minor sunburn, nonpoisonous insect bites, too.



SOOTHING, REFRESHING

## ABSORBINE JR.

America's original relief for Athlete's Foot  
... and the favorite today!



### His eyes tell ...

The look in his eyes tells the kind of care you give your dog. And it's easy to give him the care he deserves, with Sergeant's Dog Care Products to help you in almost every minor ailment. Skin Balm, for instance, brings quick, soothing relief to skin irritations. Others for worms, fleas, ear troubles, lack of vitamins. All safe, sure, easy to use. All veterinarian-tested. Relied on by dog owners for 77 years.

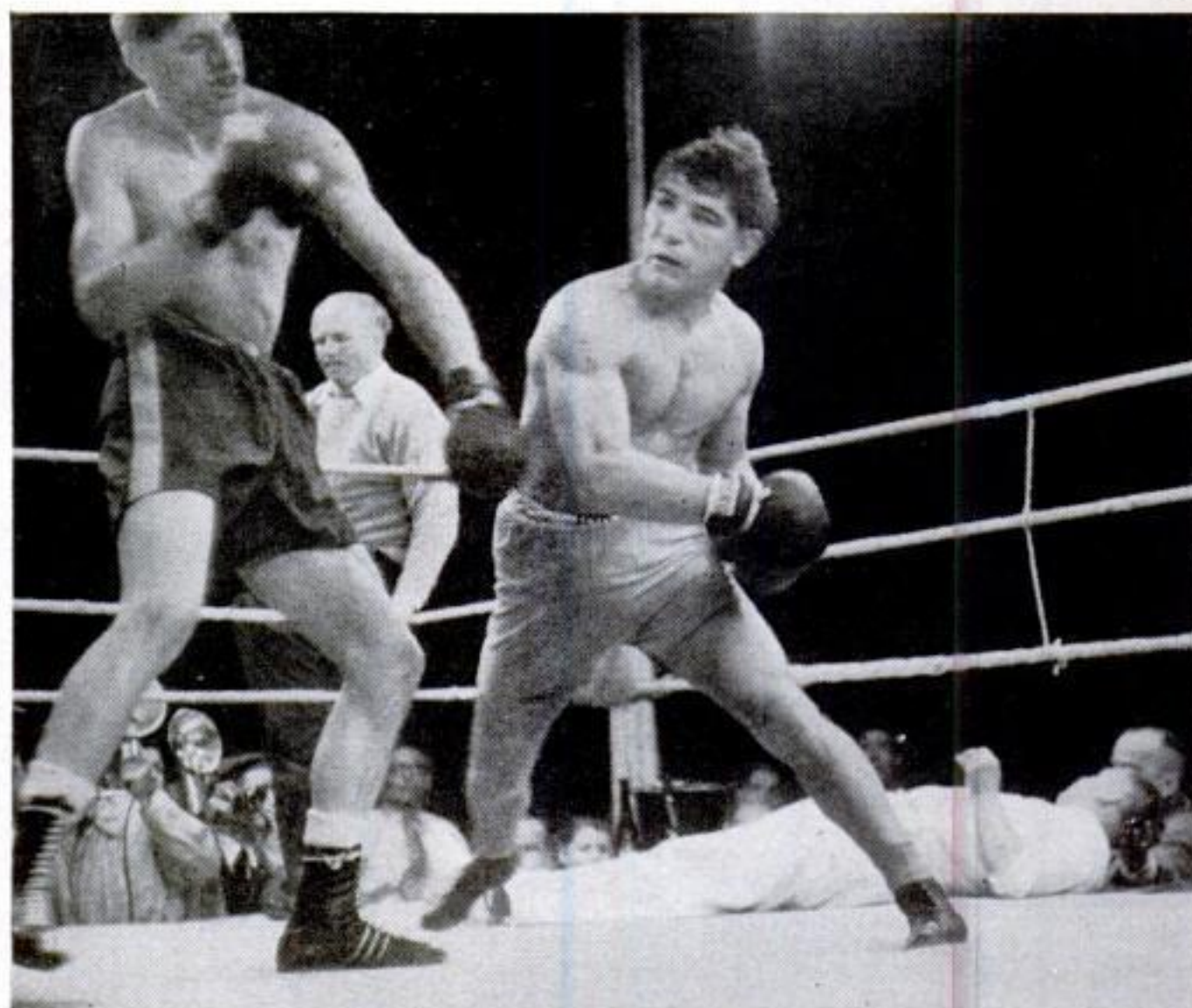
**FREE:** a wealth of information on dog care—Sergeant's Dog Book. Helps you on questions of care, feeding, training. At drug or pet counters—or write Sergeant's, Dept. A-8, Richmond 20, Virginia.



### Sergeant's® dog care products

Fight CONTINUED

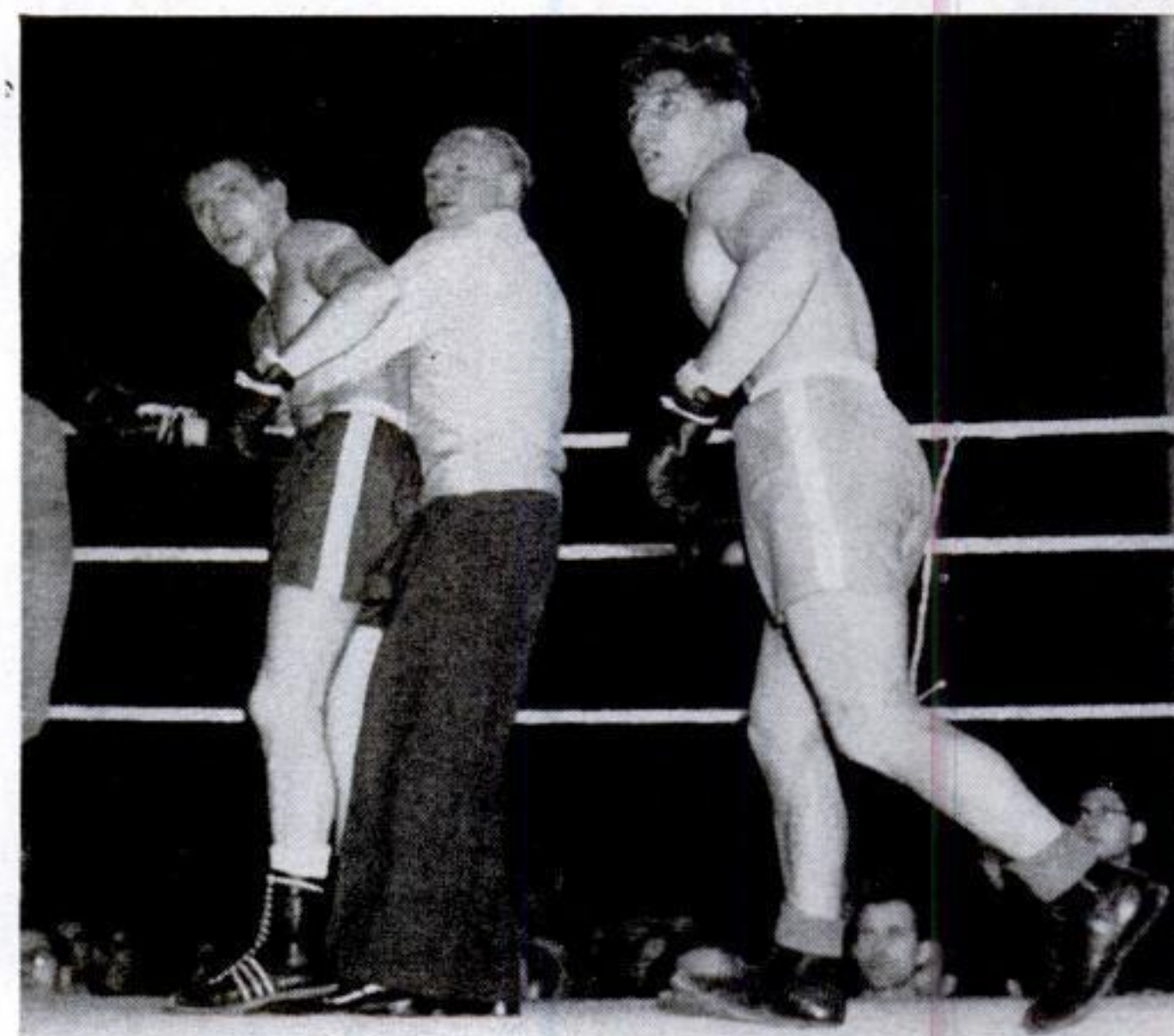
THE FIGHTER SLUGS HIS OPPONENT ↓



HE TAGS HIS OPPONENT'S MANAGER ↓



FIGHTER'S MANAGER COMES BETWEEN THE TWO ↓



CONTINUED ON PAGE 66





## Water with a Southern Accent

Chances are, the pioneer who discovered it didn't realize that he had found the best-tasting water in America. Or that this water would play a great role in making whiskey.

But the pure, clear spring water of Kentucky and southern Indiana is now famous for the fine flavor it lends to whiskey during distilling.

You'll find many Schenley distilleries in the regions where this water with a "southern accent" flows cold and clear. In fact, ever since Schenley began making whiskey, it has located its distilleries near pure, deep, delicious springs.

Not only the water, but everything that goes into the making of Schenley whiskeys must be the finest. A complete network of quality controls guards the whiskeys from the time the grain is grown till the whiskey is in your glass.

This is Schenley's way of making certain that you get the utmost enjoyment in every drop of every drink. *Schenley Distillers, Inc., New York, N. Y.*



Nature's  
unhurried goodness

+

S

Schenley's  
unmatched skill

=



The best-tasting  
whiskies in ages

# SCHENLEY



For pleasure and thirst—it's

# HIRES TO YOU!

Have a Hires! Ask your  
grocer for a carton today.  
And try some at  
fountains and dispensers  
everywhere!

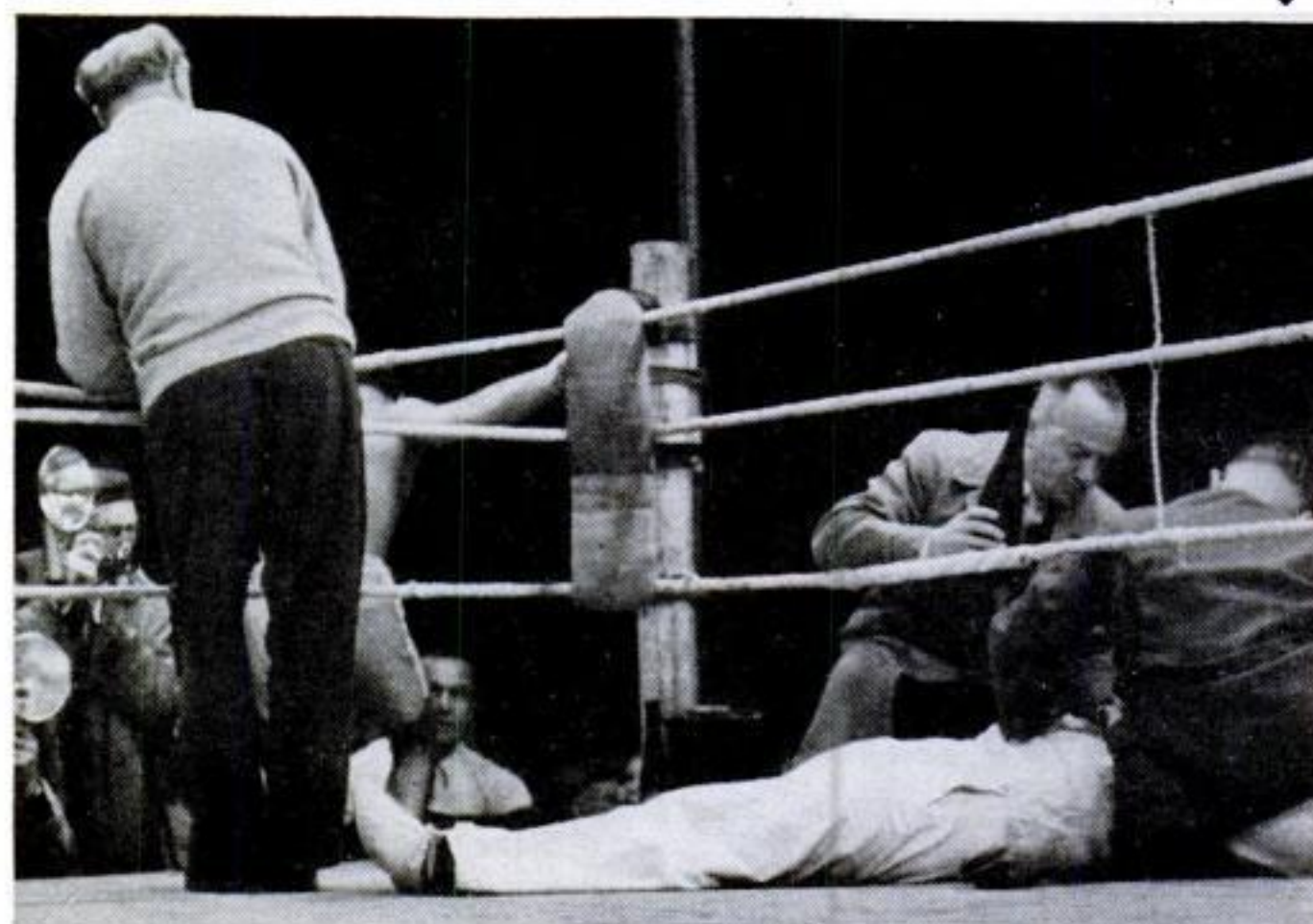
**Hires**

made with  
ROOTS-BARKS-HERBS



Fight CONTINUED

FINALLY THEY GET HIM OUT OF THE RING ↓



AND THEN THEY REVIVE THE REFEREE ↓



## ALL THIS HAPPENED IN GERMANY

The boxer on the slugging spree is German middleweight Peter Müller. His opponent is Hans Stretz. Always an unruly fighter, Müller had lost the German middleweight title to Stretz last month when, after having knocked his opponent down, he continued to pummel him. In this return bout, held in Cologne, Müller was trying to win back his championship. For the first seven rounds he and Stretz did little more than push and clinch. It was in the eighth that the referee's order to break from a clinch made Müller go berserk.

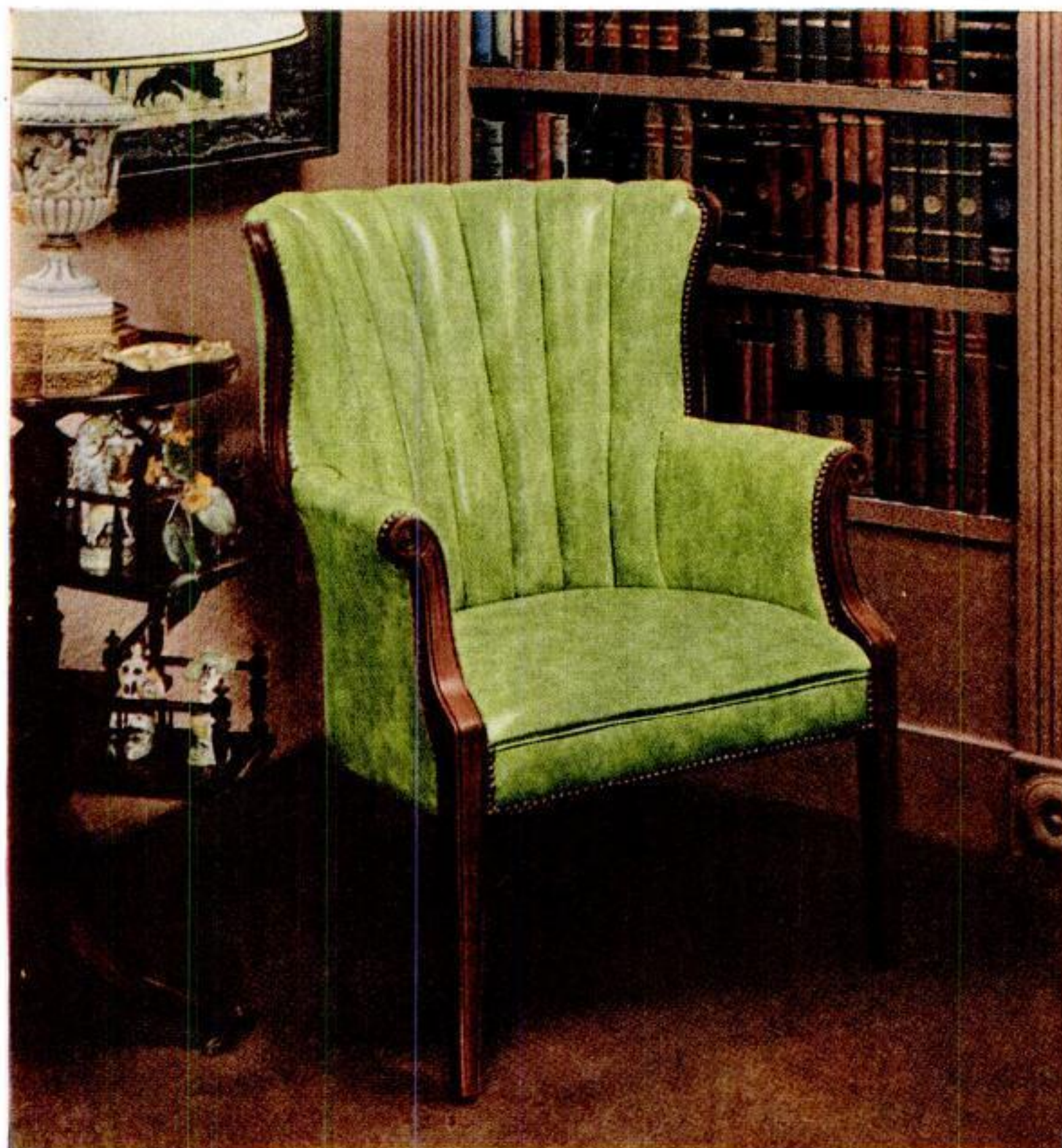
When things had finally calmed down, and Müller had been coaxed from the ring, the revived referee groggily predicted, "This will finish Müller's boxing career." He was right. Müller, who had once been in a school for backward children, was officially barred from German boxing for life and packed away to a psychiatric clinic for observation.



They may never agree on style, color or pattern . . .



But they always agree on beautiful, washable upholstery of **Firestone Velon**<sup>®</sup>



COVERED WITH LEATHER-LIKE VELON



COVERED WITH WOVEN VELON

Mrs. Adams is the traditional type. She chooses this elegant, 18th century channel-back wing chair by Sam Moore Chairs, upholstered in gleaming Velon flex. The rich, antiqued Eton pattern comes in a selection of nine smart colors.



Each of these Sam Moore Chairs costs under \$50\*

No matter which chair you've set your heart on—you have a head-start, when you choose upholstery of Firestone Velon.

Beautiful to begin with—Velon stays beautiful through all the damage a healthy, growing family can dream up!

Even in light, bright colors, Velon upholstery materials resist harm from dirt, stains, scuffs, sun, water. Whether you select geometric, woven patterns or antique finish, leather-like patterns, Velon stays clean with soap-and-water care.

Mrs. Farrell prefers the modern mood. She chooses the simple, straight lines of this modern chair by Sam Moore Chairs, covered with fabric woven of Velon yarn. The geometric, two-toned Doric pattern is available in six decorator colors.



Flexine fabric woven of Firestone Velon by WORTENDYKE

Your favorite furniture or department store has a brilliant choice of both chairs and sofas upholstered in Firestone Velon. And some pieces—like these Sam Moore Chairs—cost less than fifty dollars! \*Slightly higher in Western states.

Enjoy the Voice of Firestone Monday Evenings over NBC Radio and Television

© 1952, Firestone Plastics Company, Pottstown, Pa.



The name **Velon** upon anything...tells you everything you should know about Plastic Fabrics!

Here's what the Velon tag means to you:

Spills and stains wipe off—with soap and water

Mildew and moth-resistant—can't be harmed by moisture, sun, insects

Won't chip or peel—resists scuffs and scratches

Smarter colors and textures—for every style of furniture



IN RAINWEAR



IN YARD GOODS



IN WINDOW AND SHOWER CURTAINS



IN LUGGAGE AND UPHOLSTERY



IN WOVEN SEAT COVERINGS

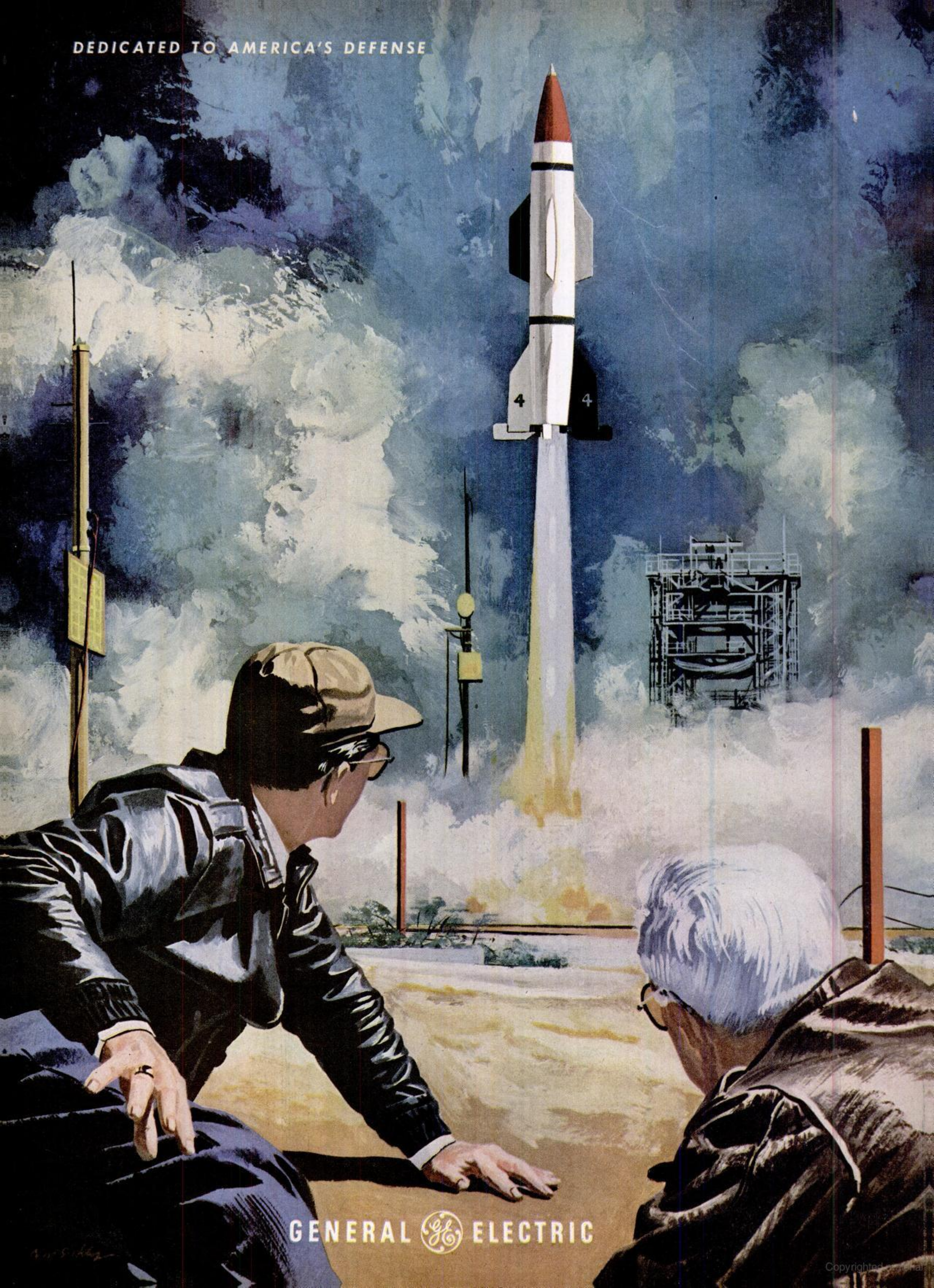


IN SCREENING





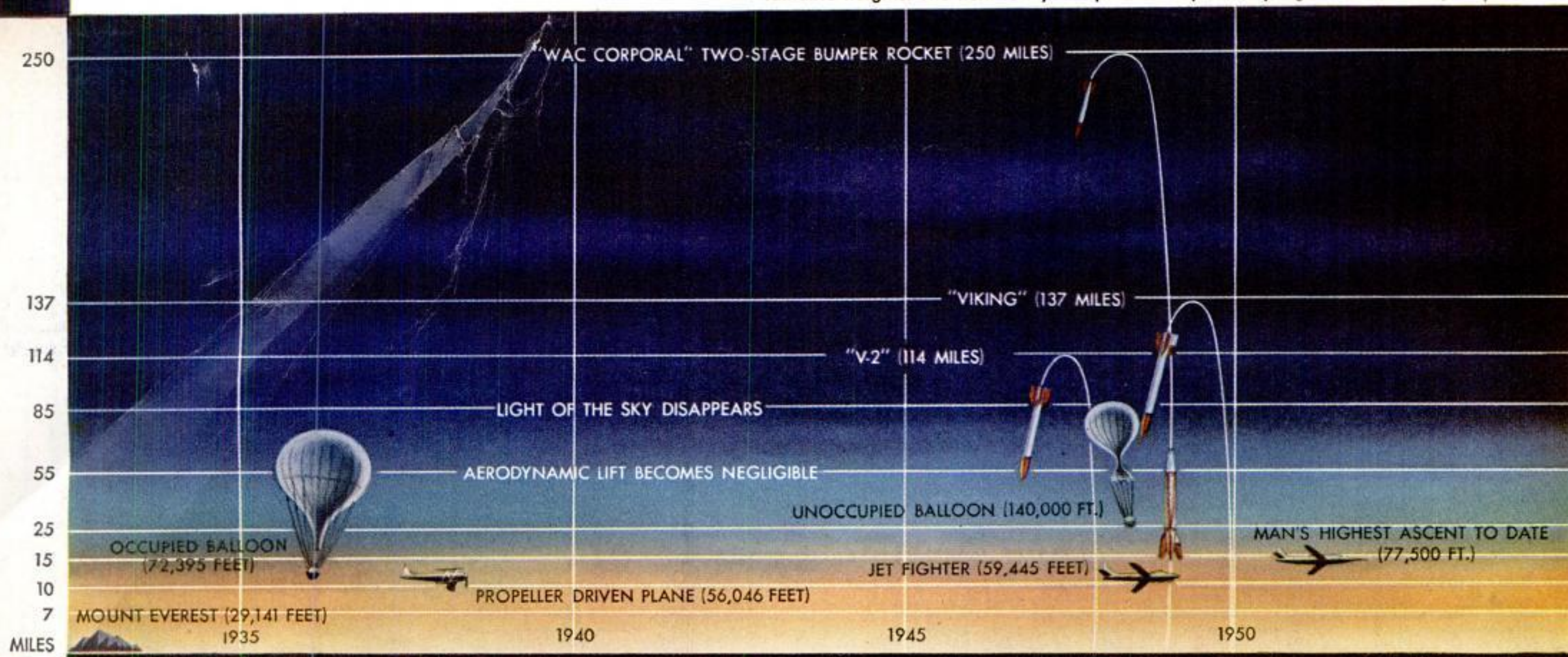
DEDICATED TO AMERICA'S DEFENSE



GENERAL  ELECTRIC



Chart shows how, in a short space of time, engineers have sent rockets to previously unattainable heights. The next few years promise important progress in the conquest of space.



# GUIDED MISSILES

## NEW DEFENSE FOR THE FUTURE

General Electric engineers and scientists are helping your Armed Forces to develop rocket leadership

Eight years ago, little was known about guided missiles in the U. S. Yet, in those eight short years, as shown on the chart above, rockets in this country have flown to a height of 250 miles at a speed of over 5,000 miles per hour. This advance has been the result of forward thinking by your Armed Forces, backed up by the technical experience and resources of companies like General Electric.

Designing and testing such missiles is unbelievably complex. New metals for better rocket motors and better fuels for those motors are being perfected. Super-accurate instruments to steer the missile in flight are being designed. Miles

of film must record all of the test firings. These are jobs on which industry can, and does provide much help. G.E., for example, has been test firing rocket motors since 1945.

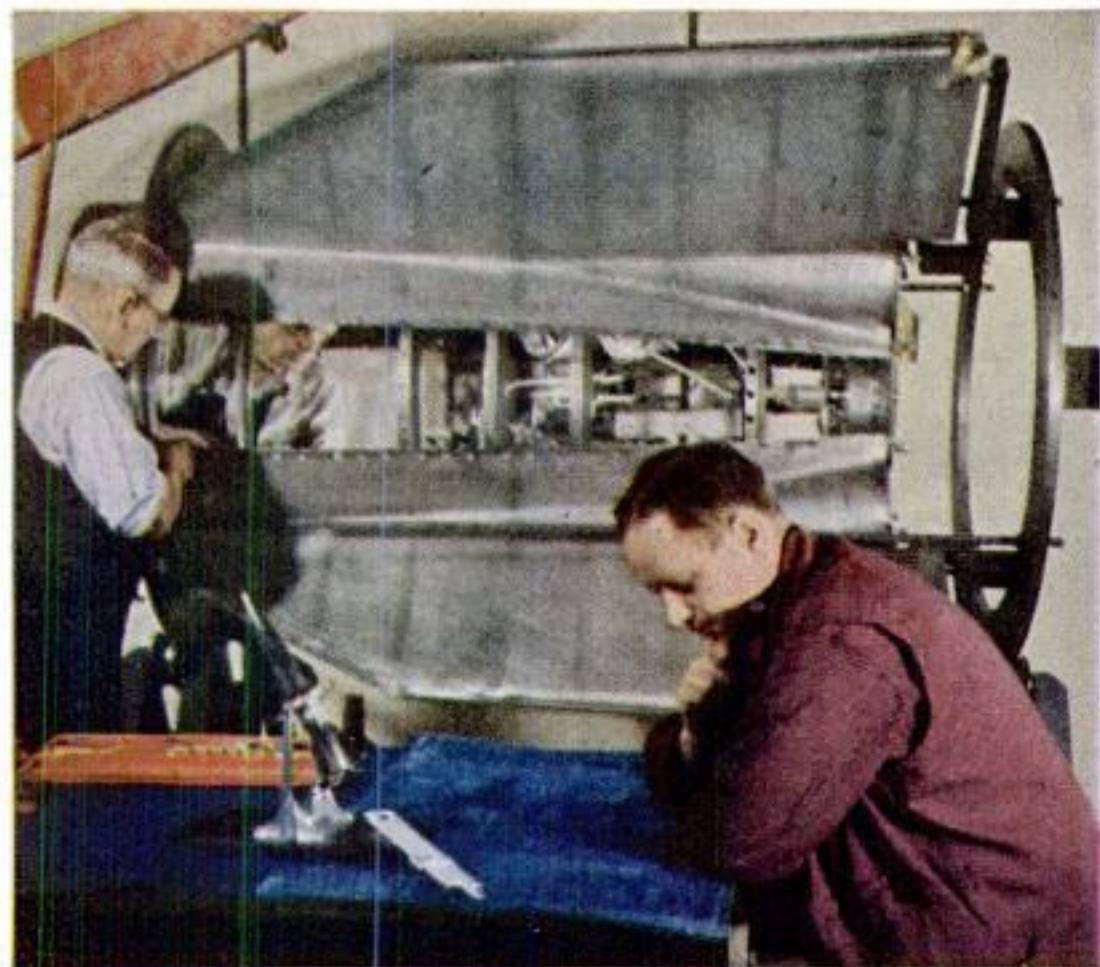
Moreover, when guided missiles are to be mass produced, scores of smaller businesses will take part in the production job. Even now, more than 17,000 subcontractors and suppliers are helping General Electric to produce defense equipment. General Electric Co., Schenectady 5, N. Y.

220-1

**ENGINEERS:** G.E. seeks experienced engineers and scientists for defense work. If you are not now in defense production, send your qualifications to our Technical Personnel Services Dept., Section A, Schenectady 5, N. Y.

*You can put your confidence in—*  
**GENERAL  ELECTRIC**

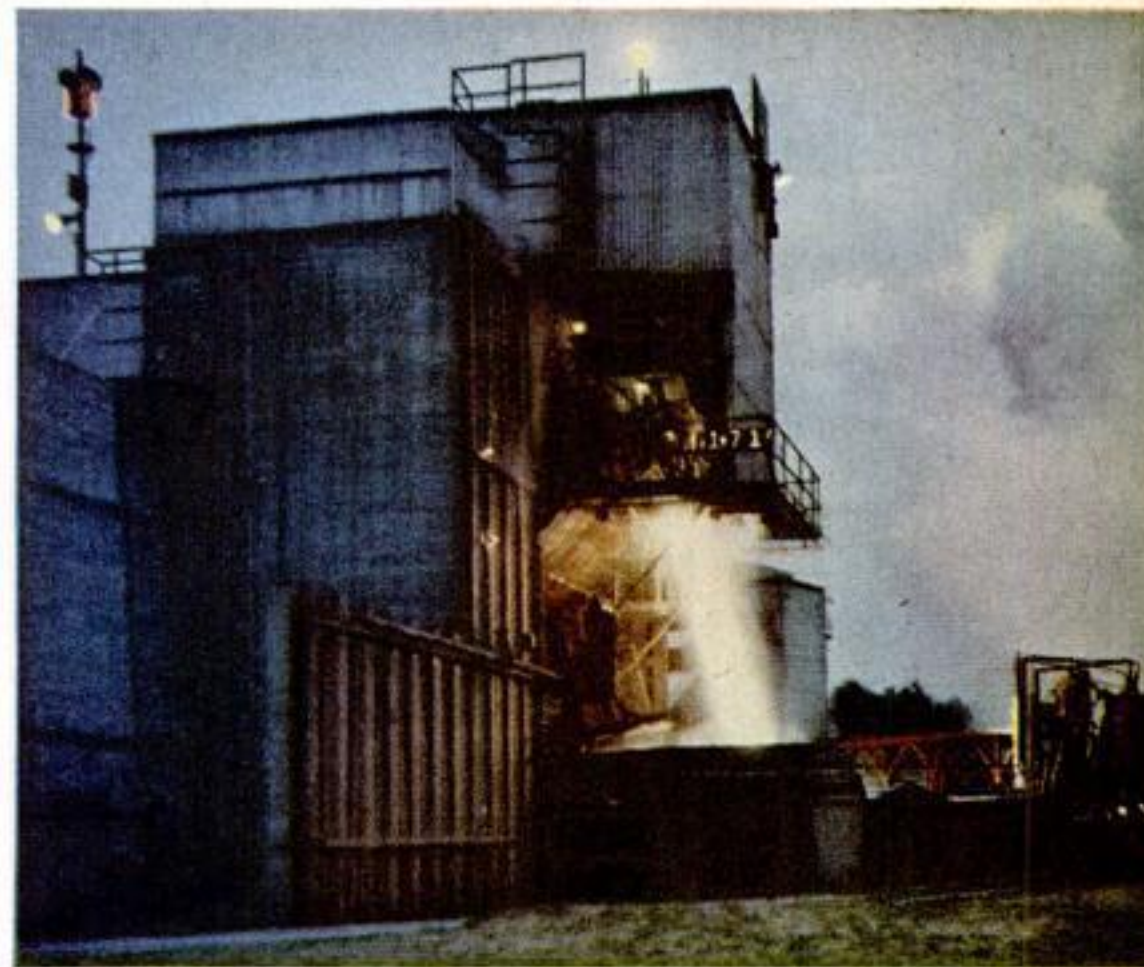
◀G-E engineers conducting a typical guided missile test firing at the Army's Proving Ground, White Sands, N. M.



**MISSILES** flying at thousands of miles per hour hold true course because an automatic "pilot" manipulates control surfaces. Designs for these critical surfaces are "mocked up" in this General Electric missile model shop.



**INTRICATE DEVICES** for control are installed in this G-E missile tail section. Designing and testing equipment like this demands highly trained specialists.



**FIERY BLAST** is from experimental rocket motor, one of hundreds already tested in G-E rocket test pit. At top speed this motor develops over 150,000 horsepower.



*Mrs. Errol Flynn*  
SAYS:

**"I love to see a man  
smoke a Cigarillo"**



Errol Flynn, star of "Against All Flags", a Universal-International Production, co-produced by Errol Flynn. Color by Technicolor.

and **Errol Flynn** says:

*"The New Idea in Smoking appeals to me  
definitely...Manly look, neat and smart..."*

*Handy as a cigarette and more satisfying...*

*The perfect mild smoke for me."*

**Robt. Burns**  
*Cigarillos*



**5¢**  
EACH

• **For Limited Time Only**  
To get this custom-built  
holder for Robt. Burns  
Cigarillos, worth twice the  
cost, send 10 Robt. Burns  
Cigarillo bands and 50¢ to  
P. O. Box 192, Midtown  
Sta., New York 18, N. Y.

**IF IT'S NOT A ROBT. BURNS, IT'S NOT THE CIGARILLO**



# All-Day Wardrobe for \$21.22

## MAIL ORDERS OFFER STYLISH SAVING

By the end of June any woman whose cottons already look wilted would welcome three new outfits for an outlay of less than \$22, especially if she can shop for them without stirring from the house. Shown on this page are three stylish bargains for day-round wear whose total cost adds up to \$21.22. They may all be bought from current mail-order catalogs. They are simple clothes that look right in Beverly Hills, where these pictures were taken, as well as on the farm. This is because the farmer's wife, still the backbone of the trade, has forced a change in mail-order ready-to-wear. She bones up on fashion in magazines and on television.

With an estimated 25 million U.S. girls and women as customers, the catalogs have to keep up to date. Since the illustrations are selected at least six months ahead of time, fly-by-night novelties are avoided, but established successes soon turn up in Sears's and Ward's pages (*see cover*). The range offered by these catalogs is much wider than that of most small-town shops. The customer can be sure that the postman will bring exactly what she saw pictured, for in the catalogs glamorous photography is rejected in favor of glaringly accurate detail that shows every seam.

### SPORTS: \$6.37

Ex-model Virginia Stewart, wife of Producer Howard Lang, wears navy sailcloth jacket with tab fastenings (\$3.98) over white sailcloth shorts (\$2.39). Both are from Montgomery Ward catalog.



### EVENING: \$7.98

Mrs. Michael Romanoff, wife of the restaurant owner, wears Sears slim beige shantung dress suitable for informal dinner in town. Materials like shantung, once unfamiliar and unsalable to catalog customers, are now accepted and in demand.

### AFTERNOON: \$6.87

Actress Dorothy McGuire wears plaid gingham skirt with unpressed pleats (\$4.98) and white piqué top (\$1.89), both from Sears, Roebuck catalog. For younger women separates like these have largely replaced old-style mail-order housedress.







Use new *WHITE RAIN* shampoo tonight—tomorrow your hair will be sunshine bright!



It's like washing your hair in softest rain water! This new gentle lotion shampoo pampers your hair... leaves it soft as a cloud, bright as sunshine, and so easy to care for!

CAN'T DRY YOUR HAIR LIKE HARSH LIQUIDS

CAN'T DULL YOUR HAIR LIKE SOAPS OR CREAMS



Fabulous New Lotion Shampoo by Toni



**STREET: \$9.98**

Mrs. Gottfried Reinhardt, wife of M-G-M producer, wears rayon sheath with contrast piping from Sears. Included in the price is bolero which is not shown.

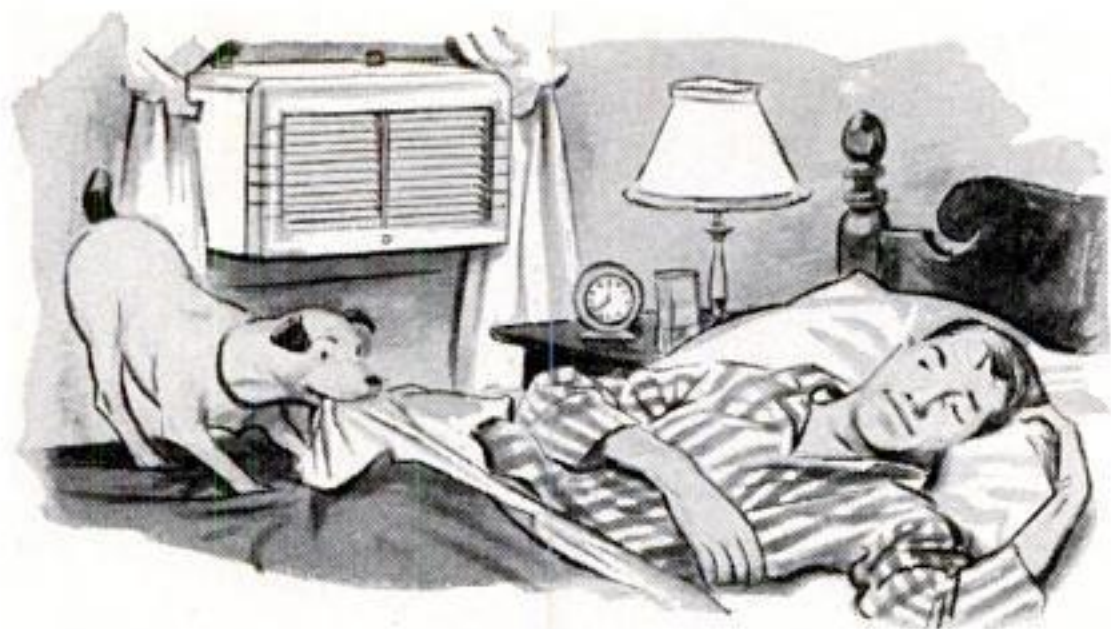


**PLAY: \$5.37**

Actress Phyllis Avery's shorts are shortest style in Sears catalog, cost \$3.39 in black corduroy. The white broadcloth shirt sells for \$1.98, belt is her own.

[CONTINUED ON PAGE 74](#)





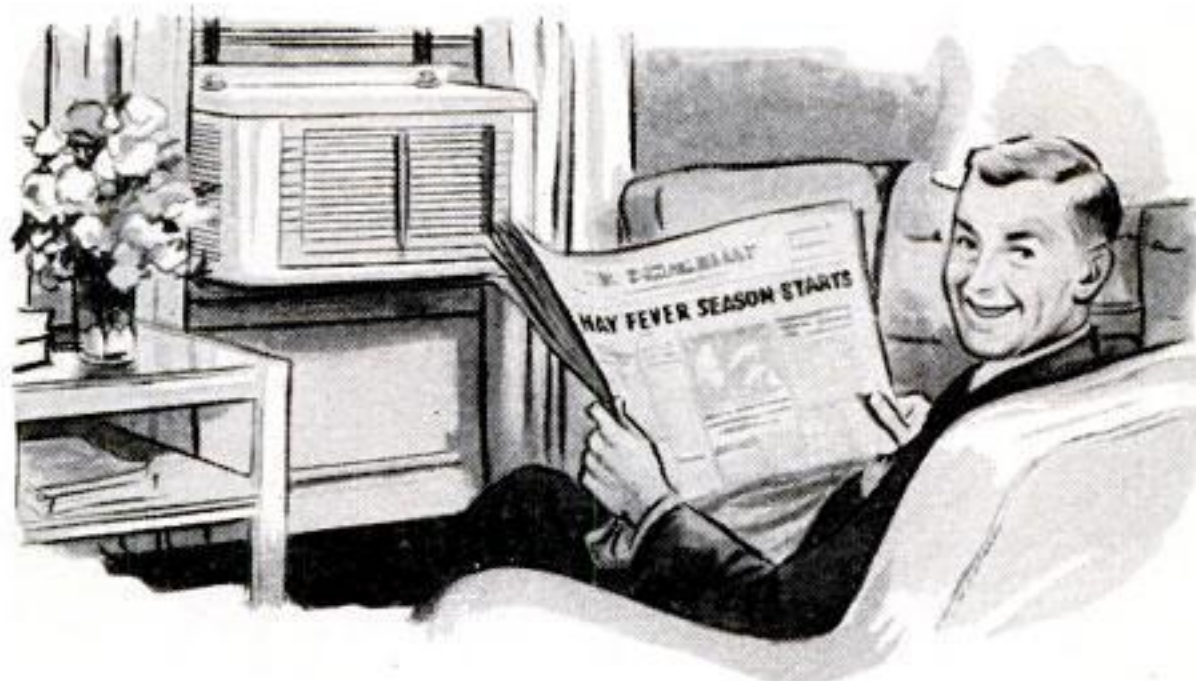
## SLEEP, RELAX, WORK IN COOL COMFORT!

Enjoy summer...tune in weather cool and fresh as a spring morning with RCA Room Air Conditioners. Gone is excess humidity that once stifled and oppressed you. You sleep like a top...wake up full of bounce and pep. Year 'round, fresh, clean air is circulated—minus drafts. Bothersome street noises are sealed out.

# Just as sure as you Live...and Breathe...

## RELIEF FROM HAY FEVER AND ALLERGIES!

RCA Room Air Conditioners filter pollen-filled air that causes those sieges of sneezes. Now you breeze through the pollen season in cool comfort, sleep soundly every night. All year, you're free of bothersome, sneeze-starting dust. You're healthier...and happier!



## MORE LEISURE TIME— LESS HOUSEWORK

Close your rooms against dust and dirt that make housework so endless. RCA Room Air Conditioners clean and filter the air while they cool and circulate it. Paints and furniture need less dusting...rugs need less cleaning. Drapes and upholstery stay fresher longer.

# You'll Live Better...Breathe Easier...



## FITS YOUR DECOR

Here's the smartest looking Room Air Conditioner that ever put new living pleasure into a home. Soft colors blend with any room setting. So easy to operate a child can "tune in" perfect weather. Quiet...and the last word in dependability, as you'd expect from world-famous RCA.

**A Size for Every Room.  
Priced from \$229<sup>50</sup>**

*Suggested list price slightly higher in the West*



**HEIGHT OF EFFICIENCY—**  
The RCA "Heart-of-Cold" Compressor won top rating for efficient cooling capacity in comparative tests. 5-year warranty.

**GREATER AIRFLOW—**  
No other room air conditioner has RCA's "Airflow" Grille—designed and engineered to provide widest, fullest air circulation to all parts of the room.



# With an RCA ROOM AIR CONDITIONER

**RCA FACTORY SERVICE—**  
Perfect installation and carefree performance assured by the only direct factory service of its kind in the air conditioning industry. One low-cost contract covers installation and service for a full year.



**RCA VICTOR DIVISION**  
RADIO CORPORATION OF AMERICA

*RCA makes your home a better place to live*





*Good taste  
today...*



**When is dessert silver put on the table?**

If yours is an informal meal, you place dessert silver on the table at beginning of meal. At a formal dinner, you have it brought in with the finger bowls. And remember—just as revealing as your good taste in table setting is your choice of table appointments... especially your silverware. So be sure to see the good taste that can be yours in an 1881 (R) Rogers (R) matched set—at an amazing low price! Compared to any fine silverplate—you get 18 *more* pieces for *less* money!

For new 16-page booklet with 100 tips on "Good Taste Today", send 10¢. Box A-25, Oneida, N. Y.

*New! New! the romantically beautiful  
Enchantment!*

Radiant new pattern... of great richness, depth of ornament... with flawless good taste sculptured into every inch of its timeless design. Enchantment\* is beautifully balanced, perfectly proportioned, has a gleaming mirror-bright surface, and—like all 1881 (R) Rogers (R) patterns—it has extra silver on most-used pieces to prolong its lovely life. Every knife, too, is the exclusive, extra-quality Contour\* knife.

See this newest 1881 (R) Rogers (R) pattern! 70-piece complete service for 8 in handsome, anti-tarnish chest, only \$69.75. Other lovely services start at \$29.75, chest included. All 1881 (R) Rogers (R) is made by Oneida Ltd., one of the important names in fine silverware!

Pattern above and in chest is Enchantment

**1881 R ROGERS R**  
SILVERPLATE BY ONEIDA LTD. SILVERSMITHS

\*Trade Marks:  
©1952,  
Oneida Ltd.,  
Oneida, N. Y.



*only \$69.75  
70 piece service for 8*

*Good taste at an amazingly low price!*

MAIL-ORDER FASHIONS CONTINUED



**BRIGHT TRIMMINGS: \$5.98**

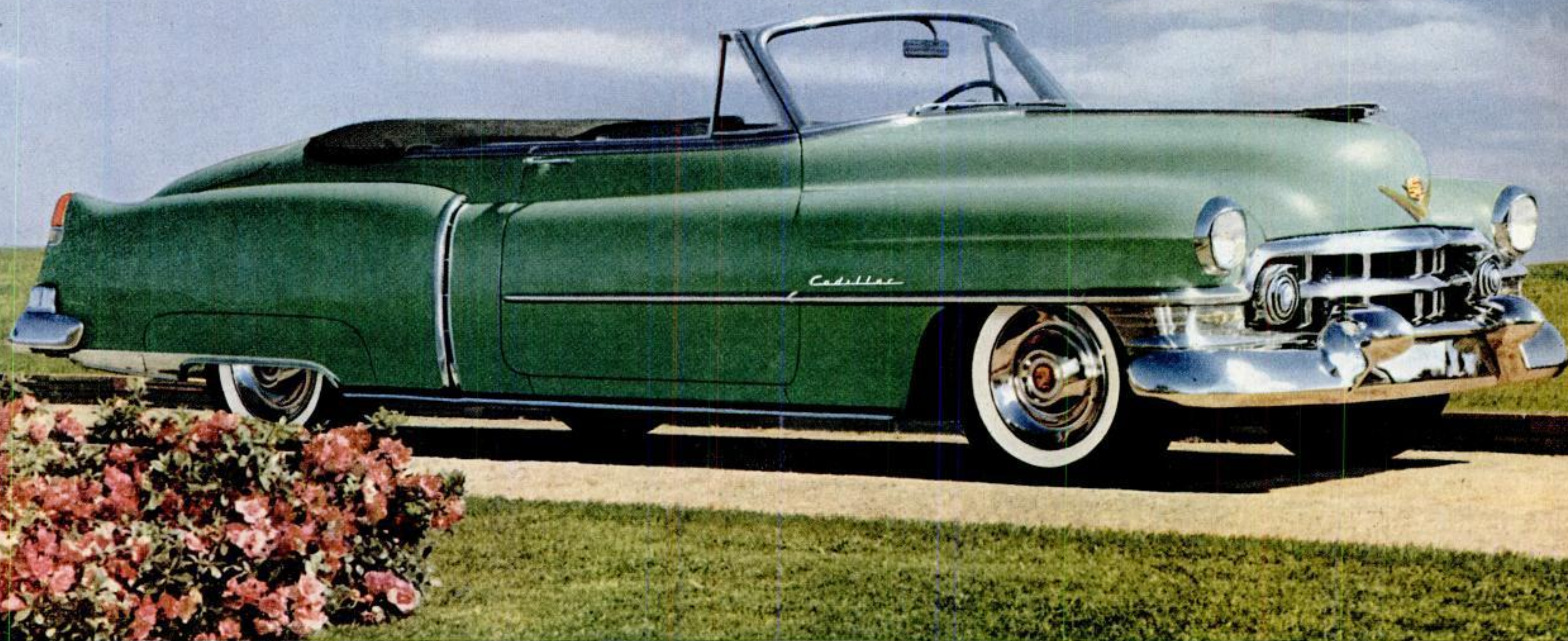
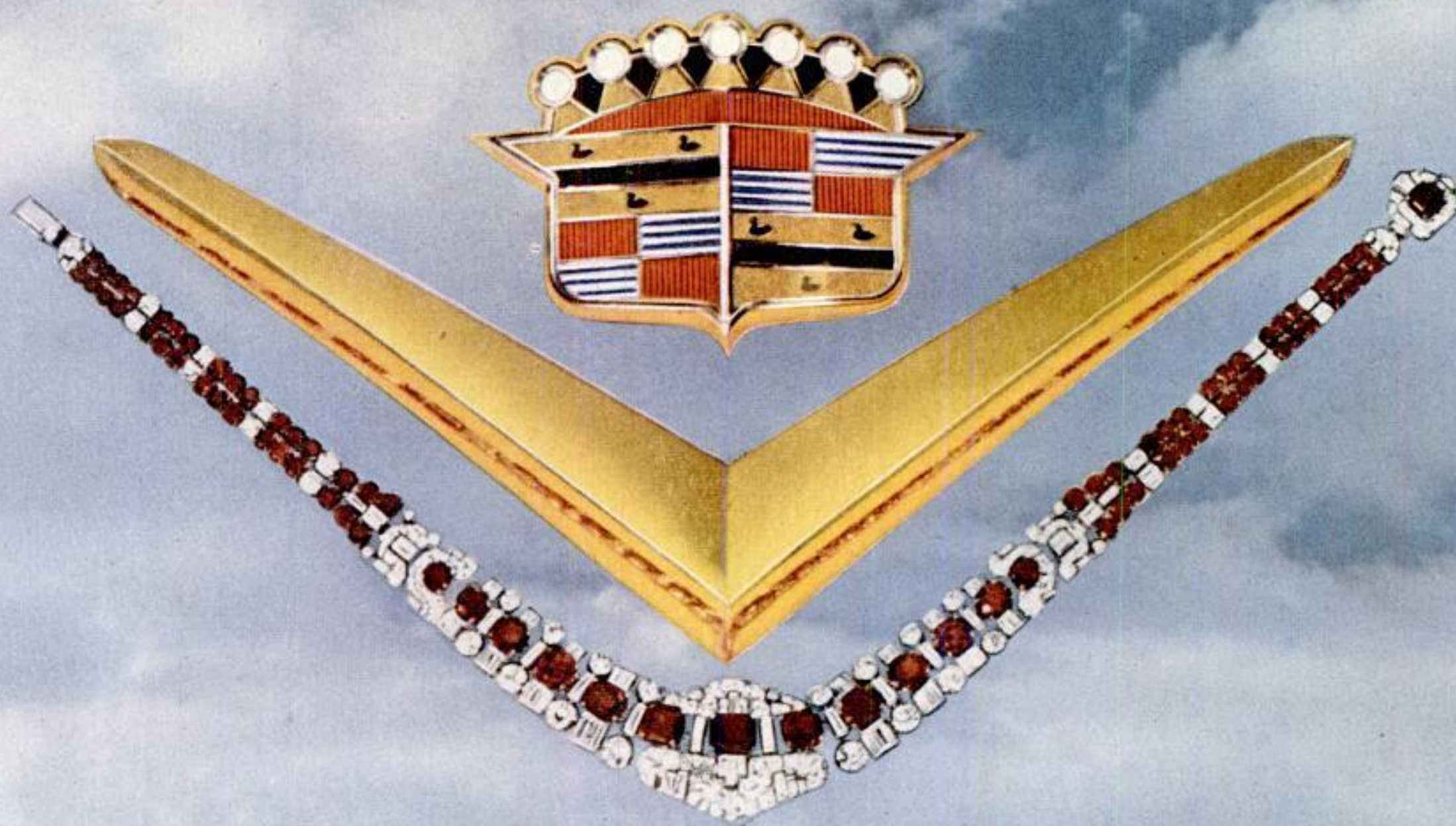
Montgomery Ward adds details like rhinestone buttons, plastic belt to simple shantung dress, worn by Rosemarie Bowe, to make styles more photogenic.



**A BOLD PATTERN: \$2.95**

Bold patterns like this are favored as catalog eye-catchers. Rosemarie's middy is \$2.95, comes from a small West Coast mail-order house called Betty Coed.





Jewels by Laykin Et Cie at I. Magnin.

## IT'S A WONDERFUL YEAR TO MAKE THE MOVE!

What a wonderful, wonderful year this is for a motorist to take possession of his first Cadillac car! For whoever discovers the joys of Cadillac ownership behind the wheel of this beautiful Golden Anniversary creation is in for a "once-in-a-lifetime" experience. He'll be introduced to Cadillac's luxury and comfort at a time when Cadillac has made its greatest interior advancements in over half a century. He'll learn the thrill of Cadillac's mag-

nificent performance at a time when many of Cadillac's finest engineering achievements have just made their appearance. And he'll first enjoy the *pride* of Cadillac ownership at a time when Cadillac's reputation and prestige are at an all-time high. So if you have been thinking of placing your order for a Cadillac—then come in and see us at your first opportunity. One mile behind the wheel will convince you—*it's a wonderful year to make the move!*

YOUR  
*Cadillac*  
DEALER



# *Try a Seven-Up*

Copyright 1952 by The Seven-Up Company





# "FLOAT"!

*"fresh up" with Seven-Up...*

## **THE ALL-FAMILY DRINK!**

Seven-Up with ice cream! What a cool, cool combination for a summer afternoon . . . what a treat for the whole family! Here's how to make a delicious Seven-Up "Float": *Put two scoops of ice cream into a tall glass.*

*Tilt the glass and pour chilled 7-Up gently down the side. Sip, smack your lips . . . enjoy!* "Fresh up" often with crystal-clear, sparkling 7-Up!

It's the All-Family Drink . . . so pure, so good, so wholesome for young and old alike.

*You like it... it likes you!*

*Buy it by the CASE or in the new light and handy*

**7-UP FAMILY PACK**  
*of 24 bottles!*

Easy-lift center handle! Space-saving! Family supply!





# JUNIOR Water Circus

## GET IN THE SWIM WITH THESE BIG INFLATABLE PLAYMATES!

Let the children make the splash of their lives with these gay and gigantic Doughboy Playmates! They're thriftily priced . . . mostly between \$2 and \$3 . . . and they last season after season. Easy to inflate, deflate, carry . . . made of tough Vinylite plastic two layers thick (exclusive FORTI-PLY® construction). Heat-sealed seams are practically child-proof!

**Speedboat Even Sounds Like One! G-2 Special** is brand new, and all set to be the water toy-of-the-year! Vigorous noisemaker in back, realistic "dashboard." Nearly 3 ft. long, plenty strong. \$2.50



**Ride an Alligator?** Sure thing, with SWISHY. Big enough (over 4½ ft.), sturdy enough for even adults. \$3



**Born Swimmer!** Giant frog, SPLASHER, is streamlined for paddling fun. Real tough guy! Sr. size \$3; Jr. \$2



**"Snap-snap"** says robust 2-ft. turtle, SNAPPER. Fun, helps children learn to swim! With noisemaker, \$2.25; without, \$2



**It Qua-acks!** With a noisy "quacker" in its beak, stout PAD-L-DUCK creates a junior riot. 2 ft. long, \$2



**Watch Out.** BULGY has a juicy new squirter! Mighty whale supports 200 lbs. With squirter, \$2.25; without, \$2



**Ride 'im Kids,** he can take it. He's SANDY, rootin' tootin' sea horse. Floats erect. King size (over 3 ft. tall) \$3



**Must-have's.** WATERRING in brilliant colors, \$1 . . . Also sturdy BEACH BALLS (sizes: 12" to 20"). \$1 and up.



**Even a 200-lb. Dad** could safely hitch a ride on smiling FLIPPER . . . a rugged, roly-poly seal, 3½ ft. long! \$2

**ALSO** TUBBY the Baby Whale \$1 . . . GUS the 'Gator \$2 . . . colorful SWIM WINGS \$1 . . . non-tipping GO-BOAT \$7  
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Inflatable Doughboy Wading Pools come in six sizes, are sensibly priced, \$4 and up . . . last for years! . . . New Beach Umbrella "raises" by inflating ring, only \$13 . . . New "form-fit" Aqua Mat, for sunning or riding the waves, \$5

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**NEW RICHMOND, WIS.**



# Death's Fair-haired Boy

SEX AND FURY SELL 13 MILLION GORY BOOKS FOR MICKEY SPILLANE

by RICHARD W. JOHNSTON

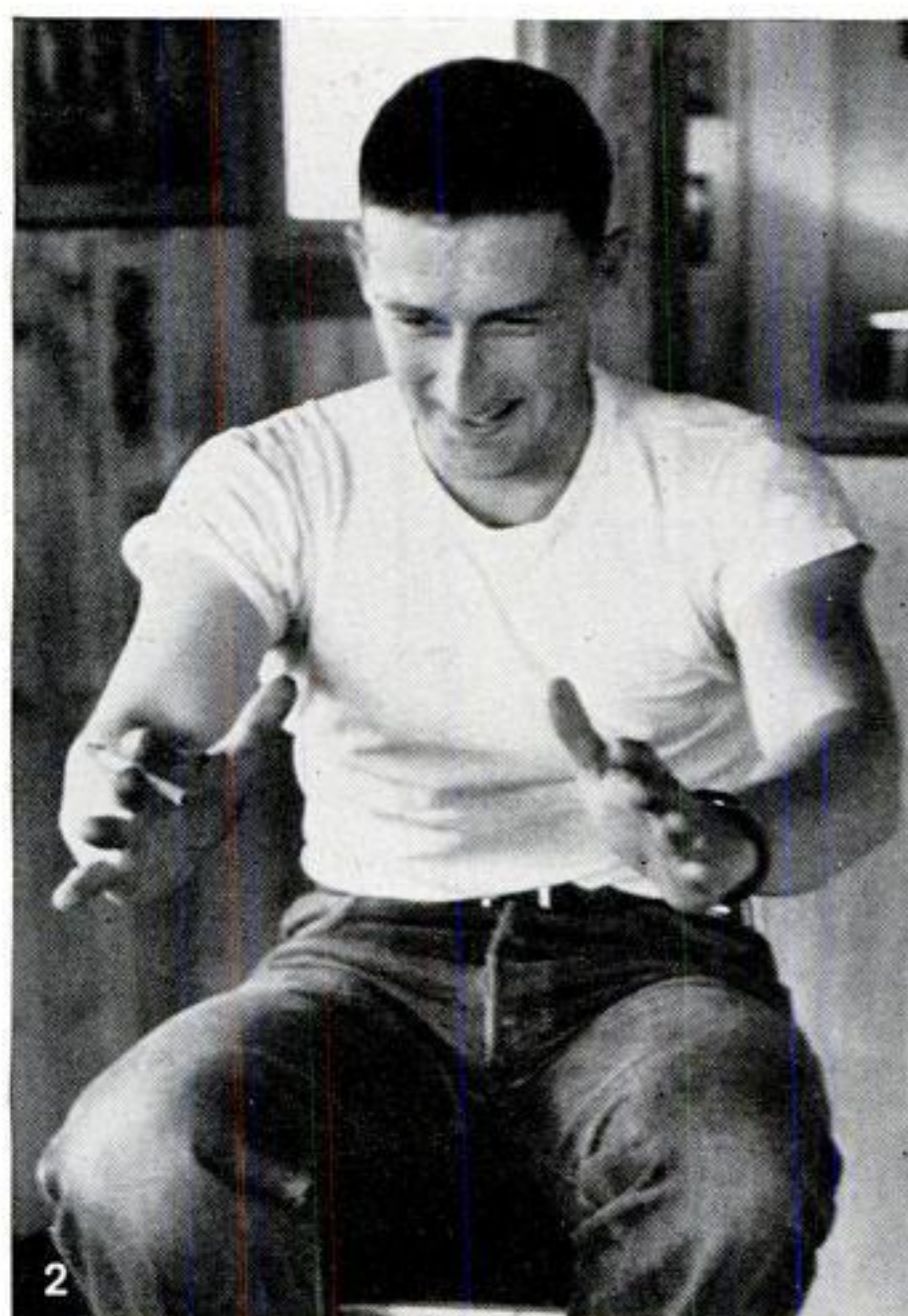
JUST 65 years ago a British doctor named Arthur Conan Doyle invented the mass-production detective story, introducing the first of some 60 stories about an arrogant, cocaine-taking "private eye" named Sherlock Holmes. Mr. Holmes was a mighty thinking-machine and he created a worldwide appetite for the mystery story that has never become satiated. For years Holmes's fictional descendants were on the cerebral side, but in the '30s a new type detective came into vogue—the drinking-machine. Now in this summer of 1952 the detective of the hour is Michael Hammer, a strip-and-shoot-machine

who drinks a lot, never thinks at all, and sells better than anybody.

Mr. Hammer is the creation of Frank Morrison (Mickey) Spillane, a 34-year-old ex-comic-book writer whose six volumes of sex and slaughter have sold more than 13 million copies. Unlike most writers (especially "longhairs," whom he despises), Spillane loves both to write and tell stories, and he can make up a plot, like "The Girl with the Green Skin," in a minute. There probably is no better way to get acquainted with Spillane the writer than to watch Mickey the storyteller concocting and dramatizing this yarn:



"A reporter visits an artist," Mickey begins, "and he's fascinated by this portrait of a woman he sees hanging up in the studio.



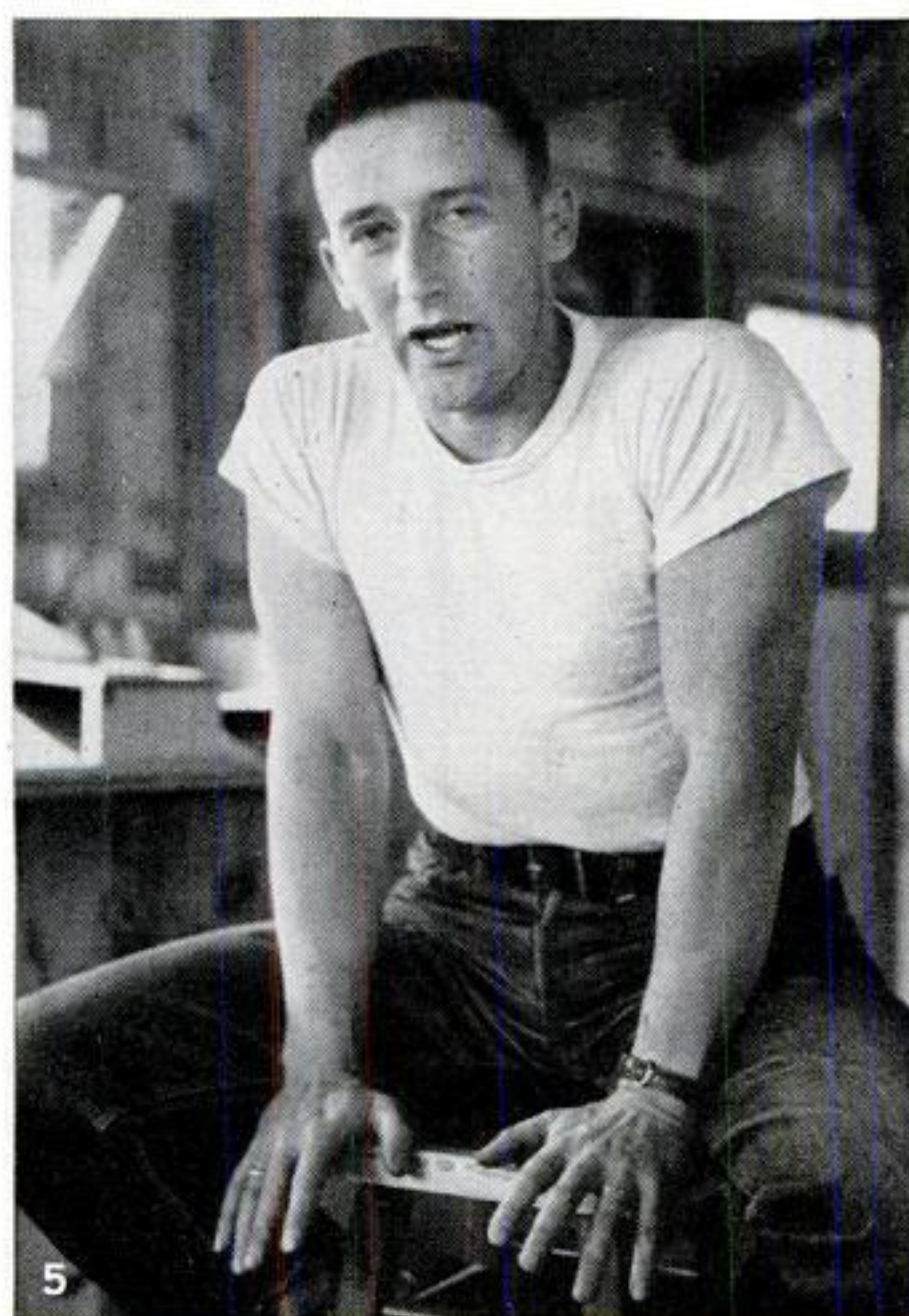
"There's this girl, see—she's beautiful, she's stark naked, only she's all green. Even her hair is a dark bottle green.



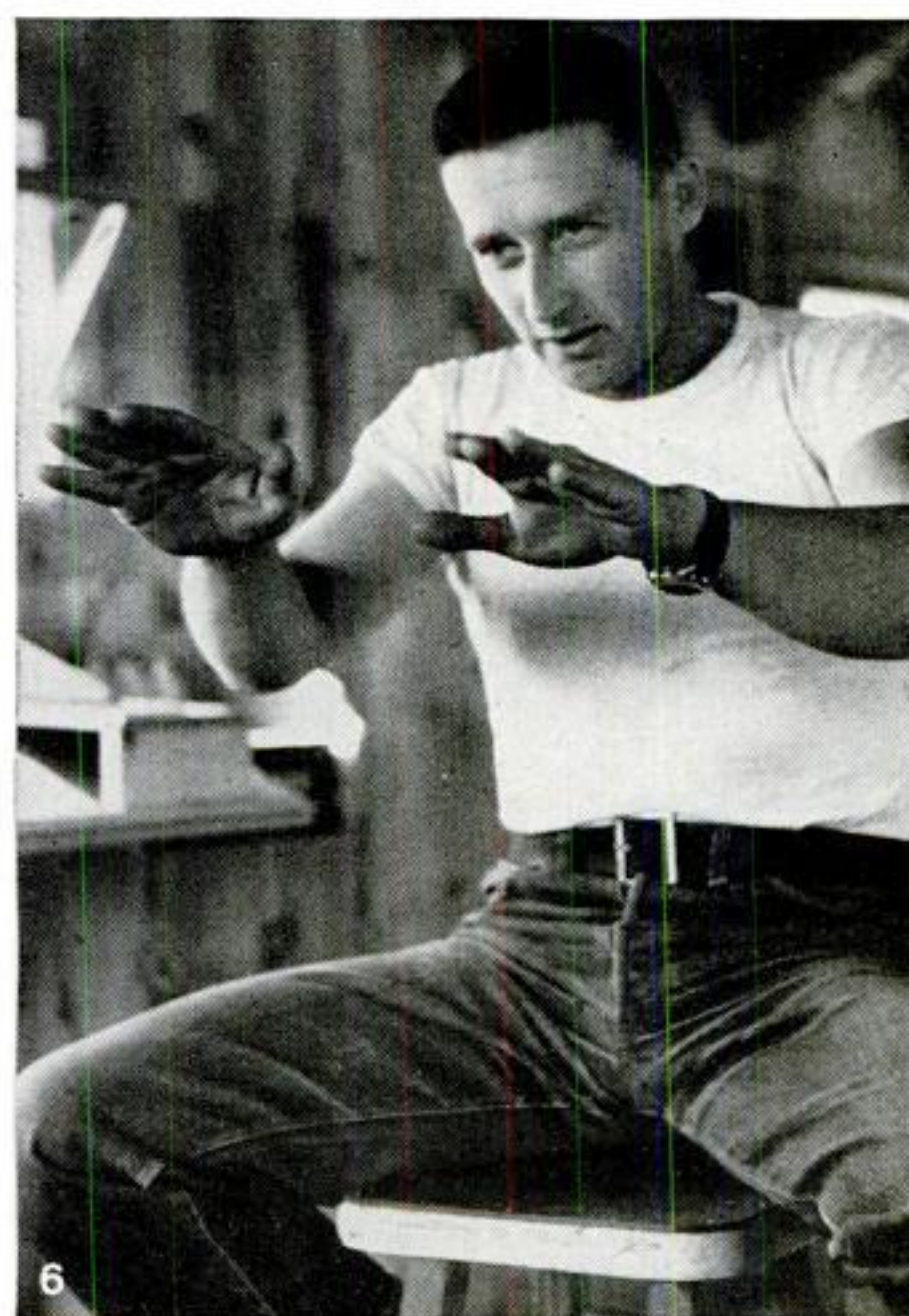
"The reporter can't stand it. He asks the artist to tell him about her. The artist says he brought her into the country.



"She's so beautiful that men who make love to her are never satisfied with another woman. But women hate her.



"The artist says he had to send her back where she came from. The reporter leaves. The artist is staring out the window.



"Then he says, 'All right, dear. You can come out now.' And this green hand comes out and touches him on the shoulder." That's the way





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# In Hot Weather get top-notch performance from your electric shaver

**N**o need to have summertime shaving troubles with your electric razor! You don't have to put up with razor drag that's caused by sticky weather, or get your razor clogged by perspiration. You don't have to get uneven shaves due to wilting whiskers, either. Not any more! All these are done away with when you use this wonderful preparation . . . before you shave!

It instantly conditions your face in three ways. And, as a result, it gives you a closer, longer-lasting, quicker shave . . . and with any electric shaver.

You just spread a few drops on your face before shaving, and here's what happens:

1. Perspiration that clogs your shaver is evaporated.
2. Your skin is smoothed, lubricated to eliminate "shaver drag" and allow faster, more comfortable shaving.

3. Limp whiskers are made to stand up so your shaver can cut them cleanly and closely.

This marvelous preparation is called Letric Shave. Besides letting your electric shaver operate at peak efficiency in hot weather, Letric Shave leaves your face feeling wonderfully cool and refreshed—brings new shaving comfort to skin that is dry and sensitive. And it's good for your shaver's cutting head, too.

*Free!*

Use Letric Shave with any make of shaver. Simply spread it on before shaving and get set to enjoy faster, closer shaves. We'll send you a generous sample bottle—enough for a full month of shaving—absolutely free. Send your name and address to The J. B. Williams Company, Department LL-1, Glastonbury, Conn.



"With Letric Shave, I shave much closer and faster—and get a cooler, more comfortable shave in the bargain," reports F. Ensminger, Jr., Newark, N. J.



"It fills a long-felt need," says W. H. Varley, Newton Centre, Mass. "Letric Shave makes it possible to get fast, close shaves. There's no irritation, either—even in hot weather."



THE HAMMER CLASSICS owe part of their success to these Signet cover illustrations, which indicate trouble Mike is always having with his women.

## SPILLANE CONTINUED

the story ends, but Spillane adds a word or two of advice for less experienced storytellers: "That's all. Nothing more. Keep it mysterious."

Although "The Girl with the Green Skin" may strike some readers as too mysterious, it is only slightly more preposterous than the adventures of Spillane's ferocious detective, Mike Hammer. As a self-appointed dispenser of crude justice, Mike has been trying to clean up New York ever since 1947 when he first appeared in a book called *I, The Jury*. In that one he belatedly discovered that his girl friend of the moment, a lady psychiatrist, had murdered his best friend. This made Mike so angry that he shot her through her stark-naked belly, answering her plaintive "Mike, how c-could you?" with the comment, "It was easy." In his second case, *My Gun Is Quick*, Mike cornered the villain in a blazing house and meticulously shot him just enough to keep him quiet while he burned to death. A few months later, in *Vengeance Is Mine*, Mike was forced to shoot a beautiful lady who, under the impact of gunfire, turned out to be a man. To dispose of the Communist menace in *One Lonely Night*, Mike had to swap his .45 for a Tommy gun. Not until *The Big Kill* did Mike find a really trustworthy ally—a year-old baby who blasted the killer with a .45 that happened to be lying around on a low table.

Despite this five-year shooting spree—in which 48 people—some of them criminals—died, crime in New York continues defiantly to rear its silken torso. Sometimes the persistence of evil (and the bumbling interference of the police) makes Mike so mad he goes, in his own words, a little "kill crazy." On these occasions he often hears noises in his head, like the plunging pistons in a gasoline engine. Other times he hears kettledrums, and then again, bells. The pistons and kettledrums are hard to explain, but the bells are easy. They are from millions of cash registers, each jingle signaling the purchase of a Mike Hammer book.

The Spillane books are published in hard covers by the respectable old Manhattan firm of E. P. Dutton & Co. In the New American Library's paper reprints they are the gaudy companions of the staid tomes of Arnold Toynbee, Homer, James B. Conant and Plutarch. The Dutton editions sell exceptionally well for mysteries (average: about 15,000 copies), but it is New American's 25¢ Signet releases that have rocked the industry, not to mention critics, moralists and rival mystery writers.

## A real switch

**T**HE five Mike Hammer novels have, thus far, sold more than 11 million copies in English, and they have been translated into French, Portuguese, Finnish, Danish, Swedish and Dutch (but not, as one critic noted thankfully, Russian). They have gone through 72 printings, and more are scheduled for July. Last month New American printed 2.5 million copies of a new Spillane thriller called *The Long Wait*, a book in which Mike Hammer is temporarily sidetracked for a protagonist named Johnny McBride. The change is in name only. Johnny is just as rattlebrained and rattle-gunned as Mike. But in the last chapter Spillane works a real switch on his usual formula: as the hero and mystery woman confront, each other with drawn guns, both are stark naked. *The Long Wait* sold out in a little less than three weeks.

The astonishing thing about Mike Hammer's success is that nobody likes him but the public. No major book reviewer, anywhere, has ever said a kind word for a Spillane novel. James Sandoe of

CONTINUED ON PAGE 82



1952 Report

on the importance of

# Meat in Summer



This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

Should we cut down on meat during the hot weather months? Nutritionists tell us the answer is NO! In fact, if you want to look, feel and do your best, make sure your summer meals supply plenty of good protein—and meat is “a yardstick of protein foods.”

**Q.** Why do we need as much protein of the kind meat supplies in summer as we do in winter?

**A.** Because *complete*, high quality protein is used for life processes that go on *all the time*. These include growth, tissue maintenance and repair, blood regeneration and building of resistance to infection.

**Q.** I've heard that protein foods, more than other foods, increase the amount of body heat produced. Is this true?

**A.** No. Researchers at Pennsylvania State College conducted some interesting studies on the effects of diets containing the same number of calories but varying amounts of protein. As the proportion of protein was *increased* there was a *decrease* in heat produced.

**Q.** Wouldn't “taking it easy” reduce my protein needs?

**A.** Whether you're swimming or just sun-bathing, playing a fast game of tennis or sitting on the sidelines, your protein requirements are substantially the same. However, you are more likely to *feel like* taking part in summer activities when your meals supply plenty of *complete* protein of the kind you get from meat.

**Q.** What if I don't feel like eating?

**A.** Hot weather may not be to blame. Too little protein for just *two days* can bring on a feeling of lassitude and fatigue, affecting your appetite. Lack of interest in food may also be due to too little Vitamin B<sub>1</sub>, which, along with protein, is generously supplied by meat.

**Q.** What is a good rule for summer meals?

**A.** The same rules for a well-balanced diet apply in summer as in winter. Meal-planning is easier when you take full advantage of the many varieties of quick-serve meats and in-season fruits and vegetables.

**Q.** Which has the better protein, steak or cold cuts?

**A.** Ready-to-serve meats and quick-serve meats such as wieners and meats-in-a-can offer the same high quality complete protein as any of the meats you prepare yourself. The little time it takes to plan and serve attractive summer meat meals becomes a big investment in good nutrition for every member of your family.

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MEAT					
as a source of protein, B vitamins and iron					
All ratings based on cooked values					
KIND OF MEAT	COMPLETE PROTEIN	B VITAMINS			FOOD IRON
		THIAMINE (B <sub>1</sub> )	RIBOFLAVIN (B <sub>2</sub> )	NIACIN	
PORK	E	E	F	E	E
BEEF	E	F	E	E	E
LAMB	E	F	G	E	E
VEAL	E	G	G	E	E
VARIETY MEATS (LIVER, HEART, KIDNEY)	E	E	E	E	E
SAUSAGE (FRANKFURTERS, HOT LINKS)	E	G	G	G	E
<b>E=EXCELLENT    G=GOOD    F=FAIR</b> <b>B<sub>12</sub></b> Meat is an outstanding source of this recently discovered important vitamin					

Cold cuts—one of the easiest and most tempting ways to “keep up on your protein” in summer.





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## Now! The Full Benefits of a Chlorophyll\* Toothpaste in a New, Exclusive Colgate Formula!

Now Colgate brings you wonder-working chlorophyll in the finest chlorophyll toothpaste that 146 years of experience can create . . . Colgate Chlorophyll Toothpaste!

### How Colgate Makes Chlorophyll Work For You!

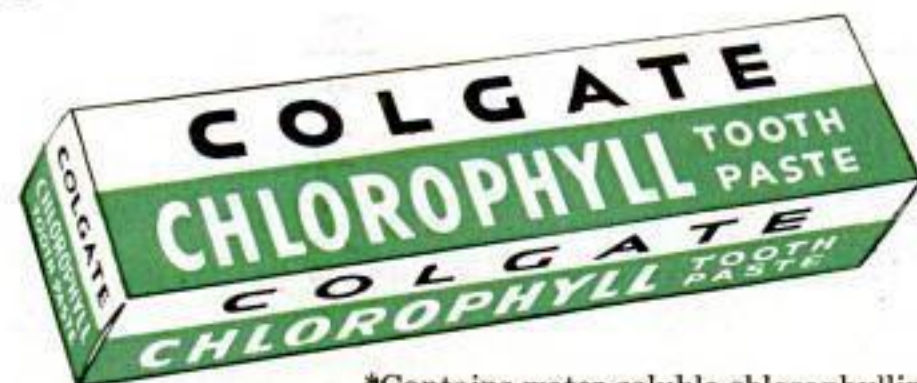
Nature herself makes chlorophyll and puts it in all green plants to enable them to live and grow. But science must break down this natural chlorophyll into a usable, effective form (water-soluble chlorophyllins) — before it can help you against bad breath, tooth decay, common gum disorders.

That's why Colgate's experience and skill in creating an exclusive formula is important to you. In new Colgate Chlorophyll Toothpaste you get the benefits of these water-soluble chlorophyllins in a safe, pleasant form!

For real help against bad breath originating in the mouth . . . common gum disorders . . . tooth decay . . . use Colgate Chlorophyll Toothpaste after eating. It's the finest chlorophyll toothpaste the world's largest maker of quality dentifrices can produce!

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Try Colgate Chlorophyll Toothpaste for one week. If you're not satisfied that it's the most effective, pleasantest chlorophyll toothpaste you've ever tried, send back the tube and Colgate will give you double your money back, plus postage! Colgate-Palmolive-Peet Company, 105 Hudson Street, Jersey City 2, N. J.



\*Contains water-soluble chlorophyllins.

**NEW GREEN TOOTHPASTE**  
**Tested and Guaranteed by COLGATE!**

### Fights Tooth Decay!

Every time you use Colgate Chlorophyll Toothpaste — especially right after eating — you act against the destructive acids that are a cause of tooth decay . . . actually help retard their formation!



### Checks Common Gum Disorders!



Tests show chlorophyll promotes healthy gum tissues. Colgate Chlorophyll Toothpaste brings you the effective benefits of chlorophyll to help you care for sore, tender gums.



MICKEY'S CHOICE for book jacket portrait shows him as a grim gunman. Actually he is stalking a target instead of a blonde.

### SPILLANE CONTINUED

the New York *Herald-Tribune* has described Spillane as an "inept vulgarian," and Malcolm Cowley in the *New Republic* has characterized Mike Hammer as a dangerous paranoiac, a sadist and a masochist. One indignant mystery writer denies that Spillane writes mysteries at all: "He appeals to another audience—the *Forever Amber* audience."

If this be true, the *Forever Amber* audience includes a number of unexpected elements. One is Arthur Krock, the august Washington correspondent of the New York *Times* and friend of presidents, who is a confessed Spillane fan and who says regretfully, "I am sorry Roosevelt did not have the privilege of Spillane." (The last president was a mystery enthusiast.) Among gentlewomen, several girls from Radcliffe College have formed a Mickey Spillane club. An Air Force sergeant in Korea hitched a plane ride to Tokyo to get *One Lonely Night*. In Frankfurt, Spillane sales were so large the command refused to release actual figures, lest they reflect unfavorably on Army reading tastes. A spokeswoman for 275 WAFs stationed at Stillwater, Okla. began a letter to the publisher with the cry: "MORE! MORE! MORE! Mickey Spillane is one of the best novelists of all times!"

The man responsible for these outpourings of invective and affection is a bantam-sized, slightly educated, self-professed roughneck who now lives near Newburgh, N.Y., but who grew up in Brooklyn and still talks like it. A onetime lifeguard, Mickey Spillane is proud of his muscles and to show them off usually wears T-shirts or tight wool sweaters and close-fitting blue jeans. In contrast to the brooding, ominous appearance he presents in the jacket picture for *The Big Kill* (mouth set, eyes squinted, biceps swollen, gun in hand), Spillane in person gives an impression of eager, nervous affability. He resembles a high-strung fox terrier behind whose amiable barking lies a strong urge to bite.

Although his income from Mike Hammer is now in the neighborhood of \$50,000 per book, Spillane lives in frenetic dishevelment in a four-room, mud-moated cinder-block house which he built with his own hands on a four-acre tract eight miles outside Newburgh, a Hudson River town 60 miles from New York City. A roofed but not otherwise enclosed garage stands near the house, and 50 yards or so behind it is a neat, one-room studio where Mickey does his writing and entertains friends and admirers.

Spillane shares these modest accommodations with his wife Mary Ann, 26, a subdued little bespectacled brunette from Greenwood, Miss., whom he calls "Baby"; a daughter, Kathy, 3, who has been known to say "sexy" when asked how she is; a son, Ward, 1½; two satellite writers, Joe Gill and Charlie Wells; three to 14 dogs, depending on the season; two dozen cats; several chickens; a souped-up fire-engine red Ford convertible, which Mickey also calls "Baby." Joe and Charlie do not actually sleep at the Spillane residence, which Mickey calls "Little Bohemia," but they are around most of the time.

The unpretentious nature of the Spillane establishment has been explained by Gill, the writer's best buddy ever since 1940. "Mickey's one of those guys who want to get back to nature," Gill says. "There's a word for it, I forget what it is, but we like to rough

CONTINUED ON PAGE 85





"From childhood to Cantor, everyone loves these sixteen juices," says **Eddie Cantor, NBC star.** "Here's Liquid Apple. It's the only white apple juice. It's made only by S&W. It's so rich your grocer almost locks it in the safe at night!"



Enjoy Eddie Cantor for Philip Morris,  
NBC, Sundays 9:30 P. M. EST;  
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*16 quality juices—so much better...* available now at most fine grocers



On a diet? S&W also packs **NUTRADIET**—same fine quality juices without salt or sugar added.





**Your engine makes  
this much Acid every day**

*... And it's Acid Action—not friction—  
that causes 90% of engine wear*

## **New Alkaline Shell X-100 Motor Oil counteracts Acid Action**

If you are a typical motorist, in a normal day's driving:—a pint or more of acid is formed and passes through your car's engine, and it's acid action, not friction, that causes 90% of your engine wear. To neutralize the harmful effect of this acid, Shell Research has produced an alkaline motor oil—Shell X-100. Fortified with alkaline "X" safety factors, it neutralizes the acid action, prolonging the life of your engine.

The new Shell X-100 is a Premium Motor Oil. It is a Heavy Duty Motor Oil. In addition, it contains positive cleansing factors that help protect hydraulic valve lifters and other vital parts from fouling deposits.

Shell X-100 is the finest motor oil money can buy. Let your Shell dealer give your engine the protection of this new alkaline Shell X-100 Motor Oil today.



***It's Incomparable!***





OUTSIDE NEWBURGH HOME, which he built himself, Spillane gives Ward a ride while Joe Gill (left), Charlie Wells, Mary Ann and Kathy look on.

## SPILLANE CONTINUED

it." Spillane goes to some trouble to let his friends know he has not been spoiled by success. He refuses to wear a necktie, even on trips to Manhattan, and he boasts that he owns only one suit. When he built his studio a year ago, he included a sleeping alcove for transient or indigent writers, but he did not bother with a bathroom, on the economical theory that the acreage behind the studio is almost entirely shielded by trees.

Last year Kurt Enoch, the highly cultured and urbane European who heads the New American Library, came to call on his most successful author and Mickey asked him to lunch. The meal was informal, to say the least. Spillane dumped a turkey and a jar of mayonnaise in the middle of the living room floor and invited his publisher to squat down and pitch in. The Spillanes set no store by fancy cooking, or fancy housekeeping either, for that matter. Mrs. Spillane has a washing machine but no maid, and the house is heated by a coal stove that requires frequent hand-stoking.

Until quite recently Spillane and Joe Gill spent a good deal of time in bars, both in Newburgh and New York. He was seldom identified as a writer, a fact that pleased him enormously. "When Joe and I first went around to the bars up here, people would think we were construction workers," Mickey says. After his barroom acquaintances discovered the truth, Spillane says they did not hold it against him.

In New York Mickey and Joe liked to drift around the Bowery or the Red Hook section of Brooklyn, studying the types Mike Hammer often is called upon to shoot. Although he has been quoted as saying "a couple of my best friends are prostitutes," and was advertised as having actually "called on a call girl" before writing *My Gun Is Quick*, Mickey is now rather vague about these acquaintanceships. In any event the girls have never been welcome in "Little Bohemia," a literary salon that is exclusively and almost defiantly male.

Mickey sets the tone of the Spillane salons and it is one of almost hysterical intensity. Joe Gill's older brother Ray, who is not a member of the circle but who has known Spillane for more than a decade, says, "Watching Mickey is like looking at the spindles

CONTINUED ON NEXT PAGE



AT KITCHEN TABLE Charlie and Mary Ann listen with delight to one of Mickey's stories. The Spillanes seldom bother with elaborate table settings.

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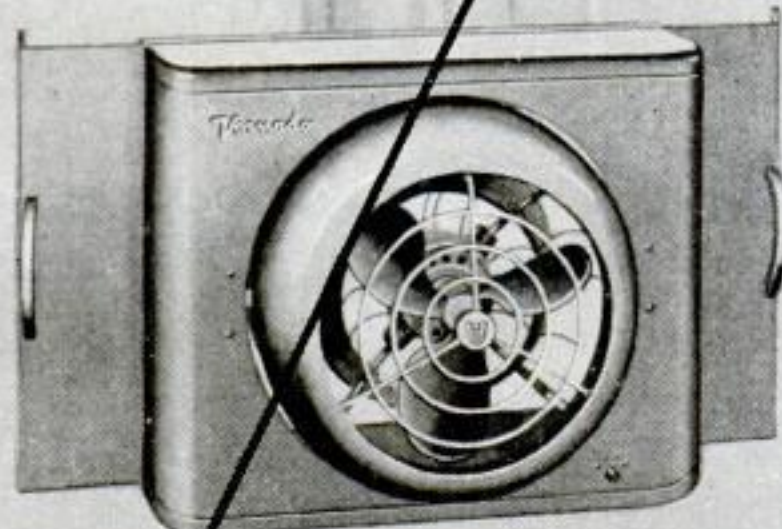


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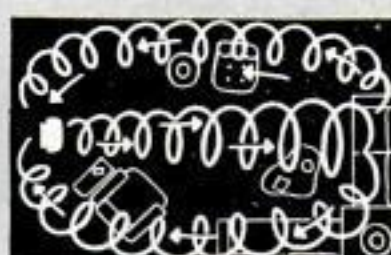
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## SPILLANE CONTINUED

of a Mixmaster." Spillane's gregarious excitement communicates itself to everyone but Mary Ann, who seldom attends the salon sessions in the studio. She is kept busy in the house by the little Mixmasters.

Aside from Gill and Charlie Wells, a tall, soft-spoken Southerner from Mary Ann's home town in Mississippi, the salon members are mostly old comic-book boys who come up from New York several times a month to drink beer and pay court to their most distinguished graduate. "Those guys are all *commercial* writers," Mickey says. "No longhairs." The shorthairs all greatly admire Spillane, but there is some good-natured kidding. Ever since a college paper published a parody of the Mike Hammer books, in which the phrase "She was stark naked!" constantly recurred, the Spillanians have been yelling, "She was stark naked!" whenever there is an awkward pause in the conversation. This amuses Mickey, who is likely to reply, "It was easy!"

What the Little Bohemians mainly talk about is guns (Mickey has a large collection displayed on one of the studio's pine-paneled walls), women (represented by originals of his book covers) and story plots. Spillane has a drawer full of plots and he gladly gives his less imaginative followers access to it. The Little Bohemians also play a game in which someone suggests a weird situation and everyone then takes his turn at developing it into a plot. Once in a while an uninvited longhair gets involved in one of these contests, usually to his regret. "You should see how some of the 'good writers' can't even make a plot worth a nickel," Mickey sneers.

Mickey, of course, has no trouble making plots worth \$50,000, and this facility comes in handy when he is planning a new book. With his plot in mind, Spillane first constructs a smash ending, one that will both surprise and shock. He then devises a dramatic opening chapter. To fill the space in-between, he finally shuts himself in the studio for three or four weeks to invent the shootings and seductions that span the distance from Chapter I to Chapter XIII. He composes, single-spaced, on a standard typewriter, and often will go on for five or six pages without x-ing out a single word.

## Not just for fun

SOME critics—shackled by old-fashioned regard for the English language—have suggested that while Mickey Spillane certainly can type, he certainly can't write. It is undeniably true that Spillane, in the white-hot, gut-wrenching heat of the chase, occasionally plays hell with syntax. Sometimes he even invests his participants' knees with personality, as in *Vengeance Is Mine*, where he wrote, "I dove toward the origin of the snorts and crashed into a pair of legs that buckled with a hoarse curse. . . ."

For the carpers, however, Mickey has a ready answer: "If the people wanted to read Thomas Wolfe, I'd write like Thomas Wolfe. Hell, I'm not an author, I'm a writer. I've got to make a living, somehow. I'm not writing just for fun. I'm not trying to educate the people. I'm just trying to entertain. If they put their money in the hat, that's all I want."

This interpretation of his work seems to be sincere, but some of Mickey's old friends are still baffled by the extreme violence that has come to be his trademark. Ray Masters, who was boss lifeguard at Breezy Point beach on Long Island when Mickey worked there, sums up the Spillane he knew as "a very quiet boy, a very good boy—why, he had a heart as big as gold." Nat ("Sporty") Drutman, one of Mickey's buddies in the Air Force, recalls that he was always taking in stray cats and giving them milk in the mess hall. In 1940 Mickey himself wrote a piece for Blue Bolt comics that was more concerned with saving lives than taking them. It showed, in a dramatic sequence of words and pictures, how a Breezy Point lifeguard named "Captain Mickey Spillane" pulled off a rescue.

People who knew Mickey in his younger days have a slightly different view of him. Some of them feel that the violence was there all along, the stronger for being repressed. They suspect that his affection for animals—he allows no hunting on his Newburgh acres—masks a deep distrust of people. One old acquaintance says, "Mickey was never the easygoing person his other friends picture him to be. Here is a boy who lived through the depression, who knew what it was to be really poor, so it's always in the back of his mind that he's got to have some money to live. He has been running all his life, trying to catch up with security."

Spillane was born in Brooklyn on March 9, 1918, the only child of C. (for nothing) Anne and John J. Spillane. Father Spillane, a bartender, soon nicknamed the boy "Mickey," and Mrs. Spillane called him "Babe." Mickey's relationship to his schoolmates, both in grammar school and later at Erasmus Hall high, seems to have been one of choosing weapons. He was neither big nor tough in an

CONTINUED ON PAGE 89





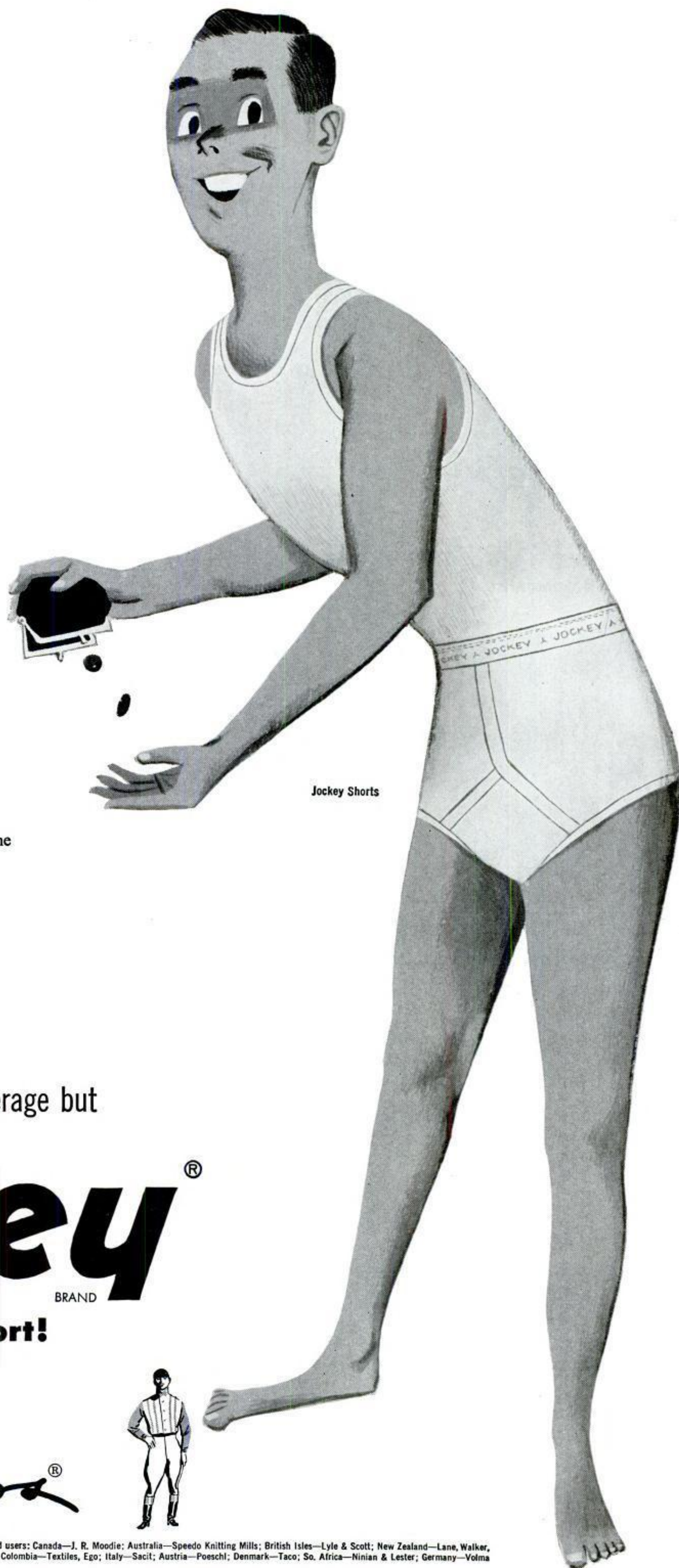
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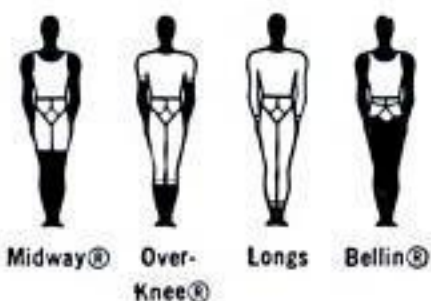


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area full of big, tough kids, but he recalls that from earliest childhood he was able to "scare the hell out of the kids" by telling them ghost stories. He began writing in high school and sold one story soon after graduation, but he had no great success and from 1935 to 1939 he worked at odd jobs winters and as a lifeguard summers. In the latter year he drifted west for a brief flirtation with Fort Hays State College in Kansas.

The turning point in Spillane's career came not at college but in Gimbel's basement in the fall of 1940. There he met Joe Gill, a Brooklyn youth who had taken a Christmas job selling \$1 neckties. Spillane was selling \$11 robes. He and Joe were drawn together by a mutual fondness for beer. Before long Joe sent Spillane to see his brother Ray, who was then an editor of Funnies, Inc., a group that did comic books for different publishers. "I'd be telling a lie," Ray Gill says, "if I said that I had ever met a more fabulous or prolific writer than Mickey."



IN AIR FORCE, Cadet Spillane's buddy was Nat Drutman.

Soon after he came to work Spillane was turning out an eight-page comic story (*Bull's-Eye Bill*, *Human Torch*) every day. Most writers needed three days to a week.

In the fall of 1941 Joe Gill enlisted in the Coast Guard, and the day after Pearl Harbor Spillane joined the Air Force. That was one time Mickey ran too hard—he was so anxious to make good that he got tagged as an instructor. Today anyone can see that, while Joe Gill looks up to Mickey as a writer, Mickey looks up to Joe as a veteran. Joe was with the Coast Guard at Saipan and in the Philippines, and helped dispose of a lot of Japs. Mickey never got overseas. He served out his time in Mississippi and Florida, became a captain, but never got to dispose of anybody.

It was natural when the war was over that Mickey and Ray should get back together again, and this time Joe Gill joined them. They rented a store on Vandever Place in Brooklyn and started a sort of free-lance comic-book factory. Soon the factory was going strong, but Spillane wasn't happy. He was infuriated by prices, by people who had stayed home and made good and by the housing shortage. He and Mary Ann, whom he had married in Greenwood, Miss. in 1945, had a terrible time finding a place to live.

One day in the spring of 1946 Mickey walked in and announced, "I'm going to write a novel." Everybody thought he was nuts, but sure enough, he had anticipated a trend. (Recently Spillane remarked that his imitators, and there are many, cannot succeed because they write for *today's* market instead of *tomorrow's*.) It took Spillane just 19 days, working right in the midst of the hurly-burly of the comic-book factory, to turn out *I, The Jury*. He invented the name Mike Hammer, but most of the other characters were named for actual people, a practice he still follows (so far nobody has sued).

At Ray Gill's suggestion Mickey gave his manuscript to Jack McKenna, a printing salesman who did business with E. P. Dutton & Co. Spillane told McKenna he wanted \$1,000 so he could buy a tract of land he had spotted at Newburgh and get out of Brooklyn. "I was fed up with this business of being a veteran and everybody trying to cut you up," Mickey recalls. McKenna did not want to handle the book, being neither an agent nor a mystery enthusiast, but he agreed to have his wife read it. Mrs. McKenna couldn't put it down. McKenna tried it and he couldn't put it down either. He gave the book to Dutton's Elliott Macrae, who passed it on to Editor in Chief Nicholas Wreden. Wreden recalls he told the first editorial conference that considered it: "It isn't in the best of taste, but it will sell."

A great many explanations have been advanced for Spillane's skyrocket success, but the critical consensus remains "sex and sadism." Mickey's contemporaries in the mystery field have no better clue, though the majority are appalled by Mike Hammer. They are less worried, however, by the sex and sadism than by the vigilante nature of Mike's operations. One successful writer says, "He has reversed the whole formula of the art—always before the detective has been on the side of law and order." Other embittered practitioners denounce Mickey as "just a comic-book writer."

Spillane accepts this last as an accolade. "I write scenes, pictures

CONTINUED ON NEXT PAGE



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WRITING NEW NOVEL, Spillane works under bulletin board that is decorated with unfavorable reviews of his earlier books.

## SPILLANE CONTINUED

you can see, and the story moves. This isn't good, I suppose." As for sex, Mickey seems seriously to believe his books have not been very sexy. "Take Faulkner," he says. "All these guys now. Nothing but sex. What kind of sex was there in *I, The Jury*? So a girl takes off her clothes and gets shot. That's sex?" Of course, the girls don't always get killed *right away*, and a few only get wounded, beaten or abandoned.

It may be instructive to call the roll of young women who have actually enjoyed Mike Hammer's reluctant favors, and to list the penalties they paid. Mary: "Her body was a hot flame" (abandoned); Anne: "... then she bit me on the neck ... and the lamp made undulating shadows across the room" (drowned in bathtub); Lola: "Her eyes were leaping, dancing coals of passion" (knifed to death); Connie: "... standing on a white cloud stark naked" (fatally broken back); Ethel: "the warmth that seemed to come from the flames was a radiation that flowed from the sleek length of her legs ..." (whipped, shot); Linda: "She grabbed me like the devil was inside her, bit me twice on the neck ..." (abandoned); Marsha: "Her hands slid up my back and tightened ..." (shot to death); Ellen: "... she stretched back slowly and reached out her arms ... and the entire front of the robe came open ..." (abandoned). Score: dead, four; seriously injured, one; abandoned, three. (Not included is Hammer's patient secretary, Velda; she has been shot at, assaulted and strung up naked and whipped, but has been spared Mike's love-making.)

## A lesson for a hoodlum

CONTRARY to the old theories of male behavior, Mike is never the aggressor. He is always fighting for his honor and being true, in his own fashion, to the idealized Velda. When some predatory female has tried to exploit him, Mike in his shame and guilt gets a strong desire to hit somebody. When the critics castigate Spillane for Mike's "kill-crazy" rages, he retorts righteously, "I'm no sadist. Any beating up Mike Hammer does is done only to keep the other guy from beating him up." This, Mickey feels, explains such passages as the following from *The Big Kill*:

"I snapped the side of the rod across his jaw and laid the flesh open to the bone. He dropped the sap and staggered into the big boy with a scream starting to come up out of his throat only to get it cut off in the middle as I pounded his teeth back in his mouth with the end of the barrel. The big guy ... got so mad he came right at me with his head down and I took my own damn time about kicking him in the face. He smashed into the door and lay there bubbling. So I kicked him again and he stopped bubbling. ... For laughs I gave him a taste of his own sap on the back of his hand and felt the bones go into splinters."

Spillane points out that Mike was fighting two men who had trapped and attacked him. The sap on the back of the hand "for laughs" was a form of preventive punishment. The wounded hoodlum would never again use that hand to sap anybody—or his teeth

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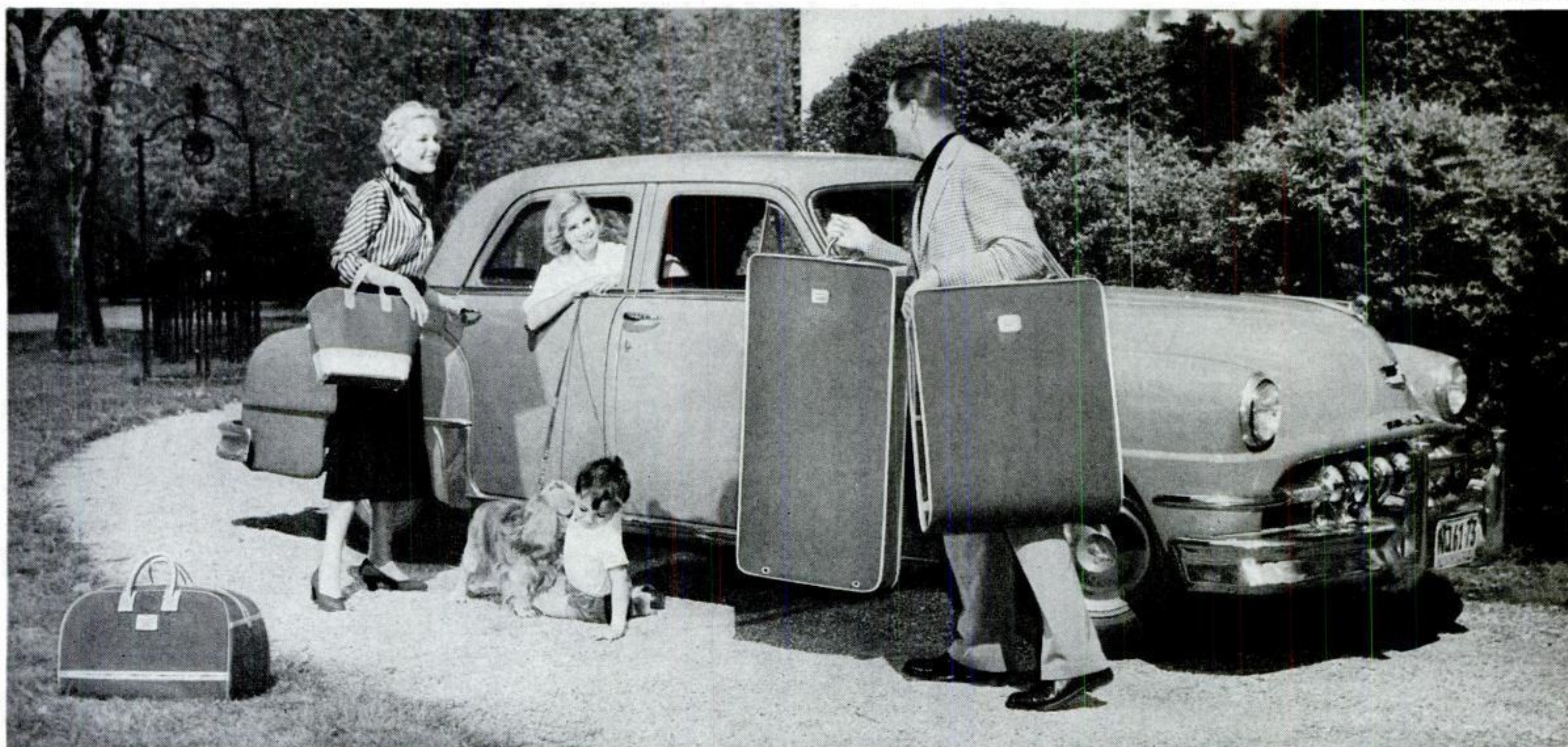
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to bite anybody, if he ever found his teeth. After all, Mickey adds, Mike is a killer of killers. He doesn't go around just killing anybody. And if he mashes somebody who turns out *not* to be the killer, it's an honest error.

These honest errors of Mike's have produced another criticism of a type that galls Spillane. Unkind statisticians who have made a box score on Mickey's books conclude that Mike Hammer has one bizarre and memorable characteristic that sets him apart from all other fictional detectives: sheer incompetence. In the five Hammer cases 48 people have been killed, and there is reason to believe that if Mike had kept out of the way, 34 of them—all innocent of the original crime—would have survived. The high velocity of Mickey's storytelling technique conceals many of Mike's errors. In *One Lonely Night* if Mike's "kill-crazy" face hadn't scared a girl into suicide the Communist ring might well have been smashed at the end of Chapter I. In *The Big Kill* Mike's determination to adopt the orphan while he gunned down the orphan-makers resulted in the temporary loss of the essential clue. In *My Gun Is Quick* Mike blunders into a parking lot and suffers a beating that would have been fatal to anyone else; returning later to investigate, he imposes a nearly fatal beating on a total stranger. "I [felt] like a dummy," Mike observes philosophically.

Spillane has nothing but contempt for the little, tight-minded writers who are always worrying about clues, time schedules and the death rate. "There are two kinds of books," he says, "detectives and mysteries. I don't like puzzles. I hate clues or these stories where you've got to figure out who had the five minutes to commit the crime. In my stories you're suspicious of *everybody*. They've all had the time. Perry Mason, he's a detective. He's never been involved in any of his cases. In the mystery and adventure kind you have a guy who is *personally* involved in the case, like Mike Hammer."

### What makes Mickey mad

A DELICATE question that a good many people would like to have answered is whether Spillane himself feels personally involved in Mike Hammer's cases. There isn't much doubt that Mickey and Mike are angry about a lot of the same things. A friend, commenting on Spillane's half-joking claim that Joe Gill is the model for Hammer, says, "Gill is not Mike Hammer, except maybe in his physical appearance. Mickey is Mike Hammer. He'd like to be big like Mike Hammer, which he never can be, and he'd like to be really tough, like Mike Hammer, which he never can be either."

The popular columnist, Robert Ruark, in accounting for his own postwar success, once said, "I looked around for the biggest rock I could throw." In 1945 Ruark, of course, wasn't really mad; it may be significant that Mickey was. As a frustrated veteran he had plenty of readymade targets when he picked up his typewriter to write *I, The Jury*. Between 1946 and 1949, when the book started to pay off, the Spillanes scarcely had cigaret money. One year Mickey was driven to get a job at a Newburgh department store. He was turned down for a job by the Newburgh paper. These setbacks did not improve his opinion of life in America. Mickey kept running, and people kept tripping him, but at the typewriter he could get vengeance—not always against the people *really* responsible for his difficulties, but against somebody.

One of the things that infuriates Spillane is the slow working of the law. It seems to protect crooks, so, in *I, The Jury*, he has Mike Hammer tell Police Captain Pat Chambers, "You're a cop, Pat. You're tied down by rules and regulations. . . . I'm alone. . . . Some day, before long, I'm going to have my rod in my mitt and the killer in front of me. I'm going to plunk one right in his gut, and when he's dying on the floor I may kick his teeth out. . . . You couldn't do that. You have to follow the book."

With equal venom both Mickey and Mike hate politics and politicians. In *One Lonely Night* their joint views are summed up: ". . . you haven't any idea how really rotten it is. Everybody is out for himself and to hell with the public." It is the Communists, though, that really make the bells ring in Mike's head, and in Mickey's, too. Spillane concurs in the solution Mike proposes in *One Lonely Night*: "Treat 'em to the unglorious taste of sudden death. Get the big boys and show them the long road to nowhere and then none of those stinking little people with little minds will want to get big. Death is funny . . . people are afraid of it. Kill 'em left and right, show 'em that we aren't so soft after all. Kill, kill, kill, kill!"

In the postwar world a good many people suffer the same frantic feelings of insecurity that plague Spillane. Baffled by problems that seem too big to solve, they seek escape and satisfaction in the



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(Copr. Stanley Home Products, Inc., 1952)



## SPILLANE CONTINUED

exploits of a strong man who goes out and breaks something, whether it is the right thing or not. A book about people of natural size doesn't help much. But neither Mike Hammer nor the luscious dames who so often try for him and sometimes die for him are natural size. Nobody like them has ever been seen in the real world. They are as much creatures of phantasy as the characters in Mickey's own favorite novel, *The Prisoner of Zenda*.

How dependent some of Mickey's readers have become on such escape techniques was demonstrated last winter when Spillane announced that he had become a Jehovah's Witness. From Frankfurt to Panmunjom it was feared that Spillane's writing career was at an end. This dreary foreboding was not lessened when Mickey issued a statement in which he said, "There are more books on the way, but they won't contain the things that bolster the excuses for the moral breakdown of this present generation. I've changed my work and course of action to be in harmony with Jehovah's Kingdom."

The general assumption that the Witnesses are against all forms of violence—as well as sex—is not entirely founded on fact. Witnesses have resisted the U.S. draft because they give their entire loyalty to the forthcoming Earthly Kingdom of God. They do not, however, expect it to be established without a physical struggle against evil, and in joining up Spillane has enlisted for the Battle of Armageddon. He has also found a secure spiritual home both for himself and Mike Hammer. The Witnesses share their impatience with existing governments and political institutions.

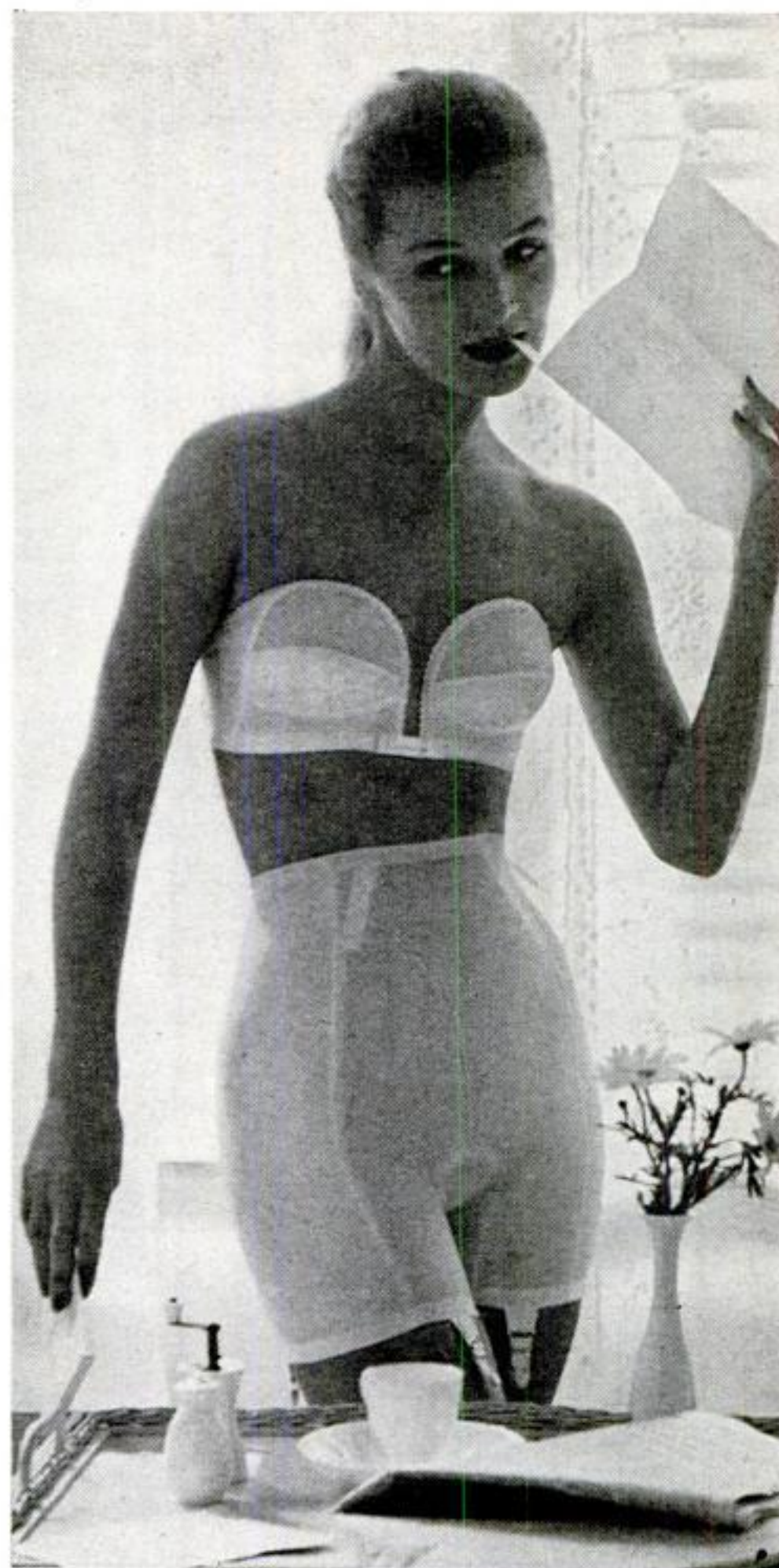
Mickey says that he was first attracted to the Witnesses by a member who proved to him that the theory of evolution was in error. Actually the event that turned him toward a new allegiance probably was the failure of the Air Force to put him on active duty when he applied soon after the outbreak of the Korean war. It was soon after this slight that he began studying the Witness creed. Now he says he would never again serve in the armed forces of the U.S.

Spillane has converted Mary Ann, who was raised a Baptist; his mother, a former Presbyterian; and he is working on his father, John J. Spillane, a crusty Catholic who has been quoted as saying that he thinks Mickey's writing is "crud." Although he carries a pocket testament wherever he goes, and spends many evenings in missionary work, Mickey's conversion has not turned him in the direction of the introspective or contemplative life. Pending establishment of the Earthly Kingdom, he expects to go right on recounting mildly ribald stories, drinking beer with his studio followers, and racing his souped-up stock car on New York State dirt tracks, which is a favorite summer hobby and a good way to expend stored-up anger.

He also expects to go on writing murder mysteries, though the sex content *will* be reduced, since it is true that the Witnesses frown on adultery. In his new book, *Kiss Me, Deadly*, which will be published by Dutton in the fall, Mickey says sex has largely been replaced by "something even more exciting." What that something is remains a deep secret, but there's no danger that it will be either style or taste. There may be a clue in a new trick Mike Hammer has perfected: he shoots one of the villains through one eye so he can watch the expression in the other.



AS JEHOVAH'S WITNESS leading a Bible class, Spillane wears coat and necktie. He often spends evenings on home missionary visits to his neighbors.



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Dreamlined for heavenly comfort! Cool, Sanforized broadcloth bra with comfy padded wire for fabulous fit. #2059 in white, in your size . . . \$3.50. Also shown: Warner-Wonderful Thrifty pantie #615 . . . \$8.95. At the nicest stores

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Why go on suffering  
the pain and  
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## varicose veins?

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# How would you put a glass of



**LOUIS BROMFIELD** has reaped bumper harvests from a score of novels including *Mr. Smith*, *The Rains Came*, and *The Green Bay Tree*. From his farm in Ohio, his writing (*Malabar Farm*, *Pleasant Valley*, *Out of the Earth*) carries his conviction that national greatness is based upon the land. The Grant Wood scene behind him symbolizes the life that Mr. Bromfield lives and loves.



# Ballantine Ale into words?

Here, Louis Bromfield, one of America's best known writers, tries his hand at it...

**LOUIS BROMFIELD**  
MALABAR FARM, LUCAS, OHIO

Ballantine Ale is a breeze-tossed field of barley...a handful of sun-warmed aromatic hop leaves...a fusion of light and air and taste.

The golden sun, the warm rains, the richness of the earth itself...all lend their goodness to this delightful drink.

Ale itself is the very symbol of good fellowship, of rich and hearty living throughout centuries.

I have never known Ballantine Ale to be anything but wonderful. Friends and neighbors to whom I offer it tell me they never really knew how ale should taste until they changed to Ballantine.

*Louis Bromfield*



More people  
like it...

More people  
buy it...

than any  
other ale...

...by Four  
to One!

# BALLANTINE



# ALE

P. Ballantine & Sons, Newark, N.J.





ABSTRACT ARRANGEMENT OF LOGS ATTRACTS ATTENTION OF JAPANESE FAMILY TOURING TOKYO ART GALLERY

# JAPAN GOES ABSTRACT

ART REVOLUTION CATCHES UP WITH COUNTRY THAT HELPED START IT

In the 1850s, unwittingly, Japan helped launch the revolution which led to modern art. Today, a century later, that revolution has finally worked its way around to Japan where artists, abandoning their 1,000-year-old traditions, are enthusiastically going abstract. Their enthusiasm in taking to Western art is much like that with which Western artists once took to Japanese art.

In 1856 a Frenchman named Bracquemond came upon prints by the great Hokusai which had been used to wrap up imported china. Bracquemond showed them to painters like Degas and Whistler, who soon filled their studios with other Oriental work. Impressed by the decorative, unrealistic effects of Japanese art, the painters began to incorporate its bold foreshortenings, flat patterns and off-center compositions into their own work. From

their experiments gradually grew the principles leading to the modern style which by 1920 had transformed Western art.

In Japan, however, artists went on working in their traditional ways and only a few who had ventured to Europe were aware a revolution had taken place. Their work was officially frowned upon, and during World War II their painting supplies were cut off by the government. When the end of the war brought an end to isolation from the West, Japan began to get a first good look at modern art. Exhibitions of European and native abstractions invaded Tokyo's 40 galleries and museums. Art magazines and books on how to paint "Western" sold by the hundred thousands. And so many disciples of Matisse and Picasso have sprung up that the Japanese now label the new species "Matissos."





**PAINTING PRIEST,** Taiho Imai, sits in front of main altar of Kifuku temple, flanked by two of his surrealist pictures. As head priest of the Buddhist shrine, he wears his official regalia and holds a ritual wand. Off duty, he works in a little

studio adjoining the temple where he paints fantastic visions which he identifies simply as "expressions of my emotions." Imai says that laymen are "very understanding and sympathetic" about his art, but "my colleagues look askance at it."

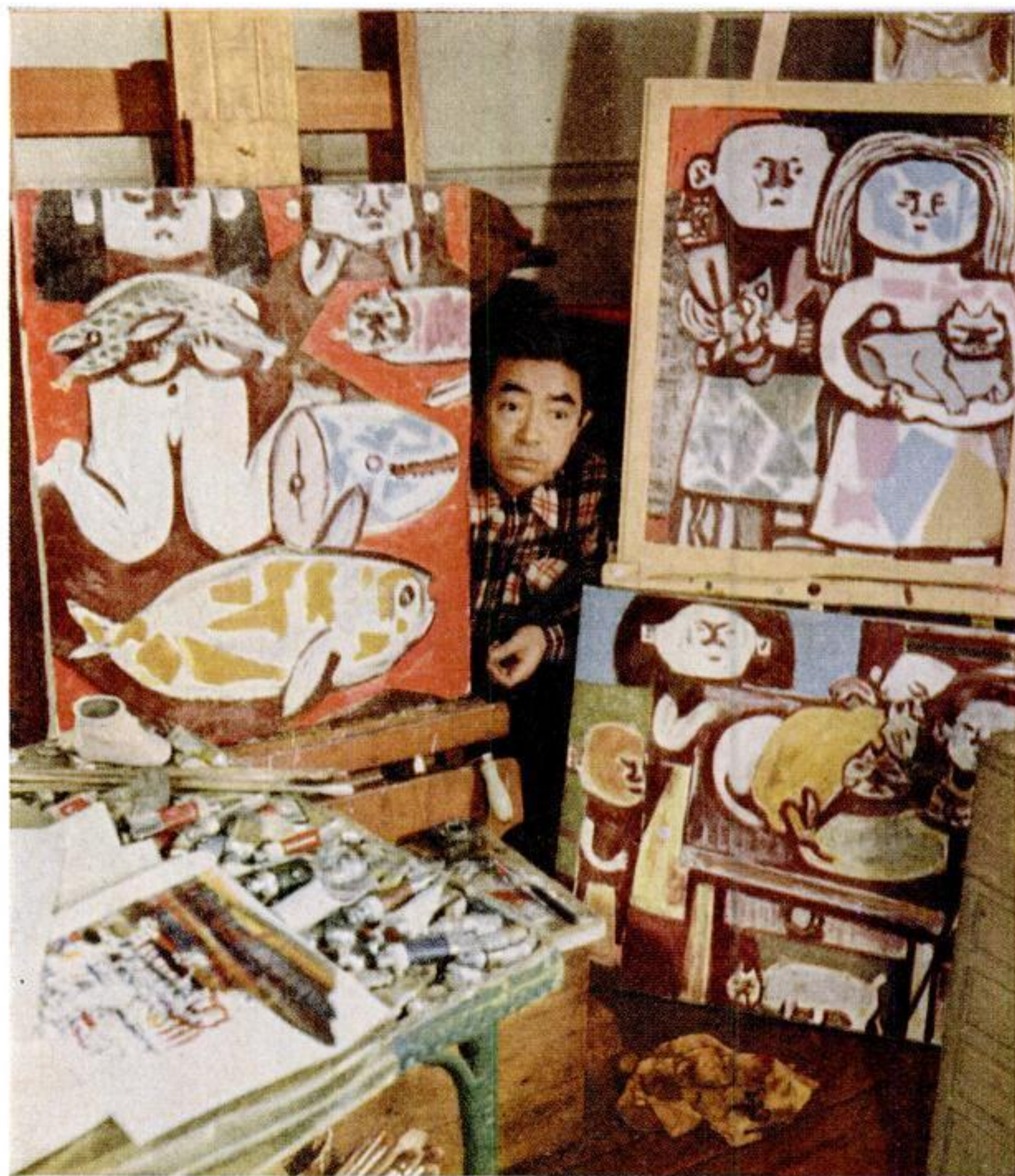
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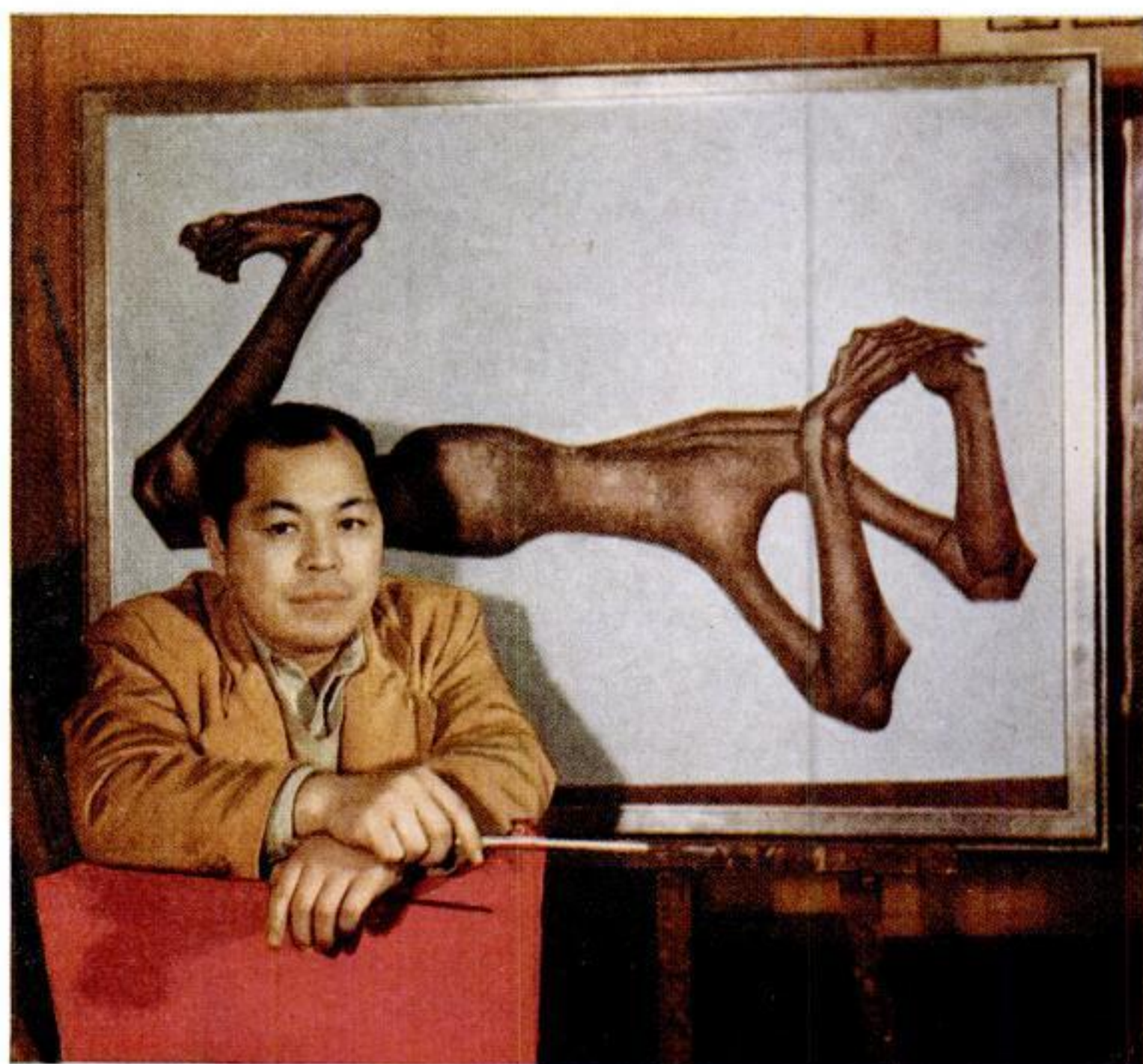
JAPANESE ARTISTS CONTINUED



**CUBES AND CIRCLES** dominate style of Minoru Kawabata, a follower of Braque, who spent three years studying art in France, Italy and U.S. Painting on easel is his impression of glass factory.



**KITTENS AND KIDS** are the favorite subjects of Genichiro Inokuma, who himself has six Persian cats but no children. Just before World War II Inokuma went to Paris where he studied with Matisse for three years. In his spare time he concocts designs for modern furniture.



**SURREALIST SUPPLICANT** was painted by Nobuya Abe to symbolize starved people of Asia pleading for aid. Abe attributes his stark style to influence of American art but says the theme for all his work stems from misery and oppression of Orient.

**CAST-STONE CURVES** of an abstract nude were modeled by Suetō Kasagi. Before the war, when academic sculptors controlled Japanese taste, Kasagi had to work in secret. Now his figures are in great demand for ornamenting new buildings and stores.



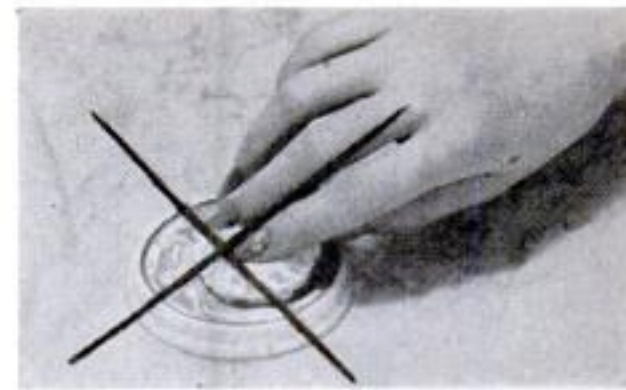


**IN NUDE-FILLED STUDIO** Mrs. Eiko Fujikawa, Japan's leading woman artist, adds another to her gallery of female figures. Although she has never been abroad, she has been working in the Western manner for years and is an avowed

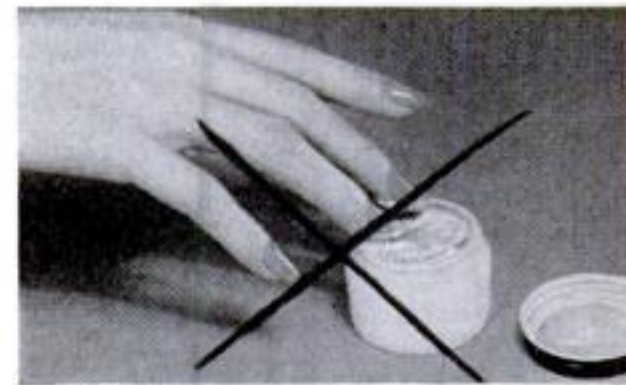
disciple of the modern Italian painter, Modigliani. Her sculptor husband, who died 15 years ago, was also a specialist in nudes in the tradition of the French master, Rodin. He modeled bronze statue of seated woman in right foreground.



No more of these old make-up troubles ———



no wet sponge



no greasy fingertips



no spilly powder



# Angel Face

by POND'S

**smooths on with a puff  
and stays!**



*In this Mirror Case —  
your easiest way to Summer Glamour!*

**Velvety foundation and powder in-one!**  
Such easy summer flattery! Never drying... never greasy. And Pond's Angel Face *stays on* much longer than plain powder—because it's foundation and powder in-one! Just a touch of the Angel Face puff smooths you... de-shines you... gives you the freshest, prettiest complexion under the summer sun!

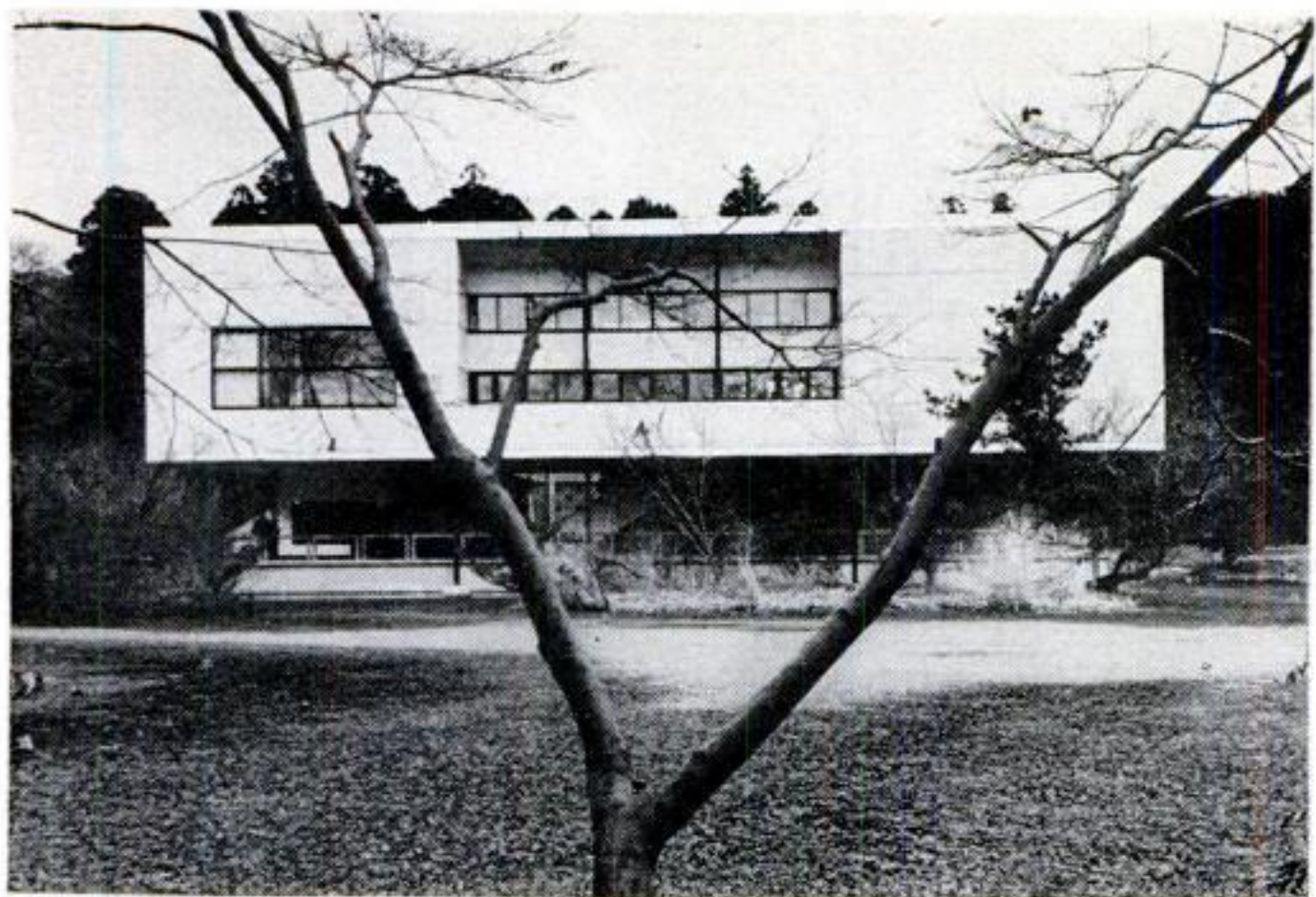
**The new ivory-and-golden Mirror Case** holds everything you need for that luscious, sun-kissed look! Mirror, puff and a season's supply of Bronze Angel Face! Perfect for travel—Angel Face can't spill. For summer—rich, glowing Bronze Angel. Five other heavenly year-round shades, too. In the adorable, new Angel Face Mirror Case, just \$1\*.



Also in the sweet  
blue-and-gold-boxes—  
89¢, 59¢\*.

\*plus tax





**MODERN MUSEUM**, designed by a Japanese who studied in Europe with famous Swiss Architect Le Corbusier, is near 900-year-old shrine in Kamakura.



**MODERN CHAIR** of wire mesh was designed by Painter Inokuma to fit his own proportions. He studied furniture design, along with painting, in France.



**MODERN CLASS** at Aoyama Institute in Tokyo is taught by Artist Kawabata's wife. Here children display their paintings of demon-faced kite (on chair).



the most  
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doll in  
the world

Schoolgirl

7<sup>98</sup>  
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## Sweet Sue Walks

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Alice



Sunday Best



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Mardi Gras



Dancing Plaid

"Sweet Sue" walks right along hand in hand with her "mama," her head turning in lifelike motion as she walks... the most lovable, adorable playmate a little girl ever had! Her hair is lively, gleaming Saran\*. . . the kind that can be washed, combed, set and curled. She's dressed in the very height of fashion, in a choice of ten beautifully designed costumes, complete and perfect in every detail.

"Sweet Sue" is made of lifelike plastic, washable, unbreakable. She has big beautiful eyes that close and long eyelashes. And it's the first time a doll as beautiful as this—THAT WALKS—can be bought for as little as 7.98.

Right now, make your child the happiest little girl in the world, with a Sweet Sue walking doll. 3 sizes, 15"-18"-22". Ten costumes, from 7.98 to 17.98\* at leading department stores and toy shops.

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*Childhood's most cherished possession—an American Character Doll*







# Lincoln Land

The scenes of his career become a summer shrine

PHOTOGRAPHED FOR LIFE BY RALPH CRANE

Nobody quite understood it. No one was especially urging the people, and yet they came, in ever-increasing numbers.

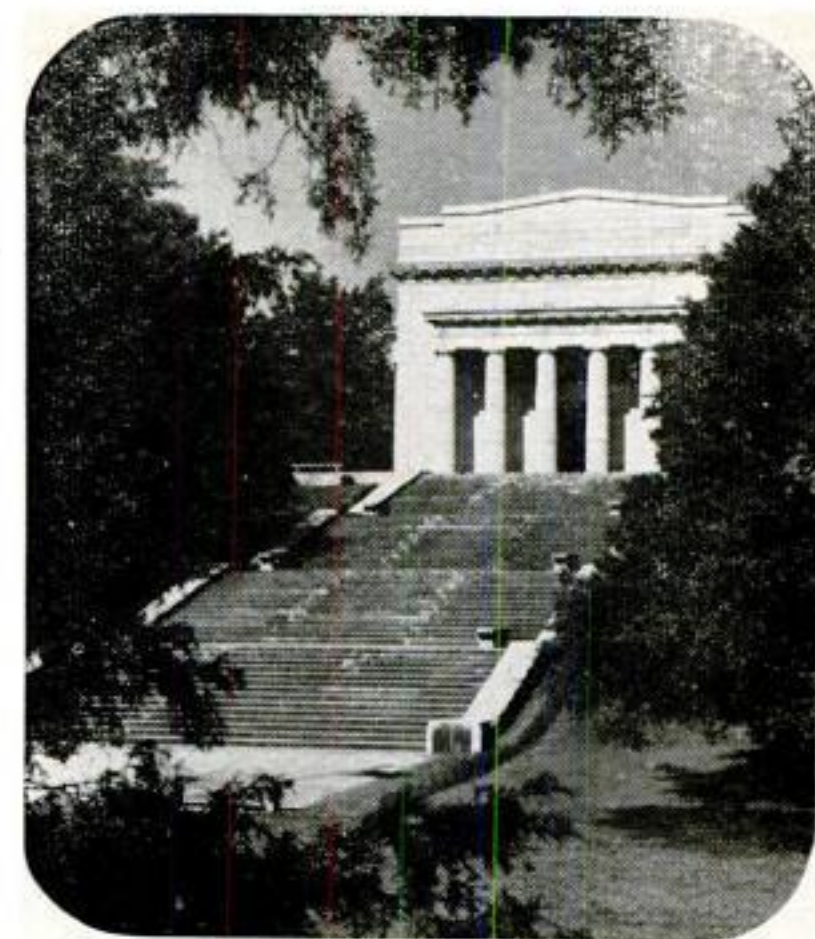
The tri-state area where Abraham Lincoln grew to fame is hardly tourist country. It boasts neither seashore nor mountains. Its most historic spots are well off the big transcontinental highways; indeed many of them are hidden down little side roads, unmarked by billboards or even adequate direction signs.

And still, last year nearly a quarter of a million people came to visit the out-of-the-way monument (*upper right*) that marks Lincoln's birthplace in Hodgenville, Ky. and the replica of the cabin (*left and below*) where he spent his infancy. This year the number of visitors is much greater. And at all the other places where Lincoln grew up, studied, practiced law, loved, lost and tried to love again, the ranks of the pilgrims are also growing apace.

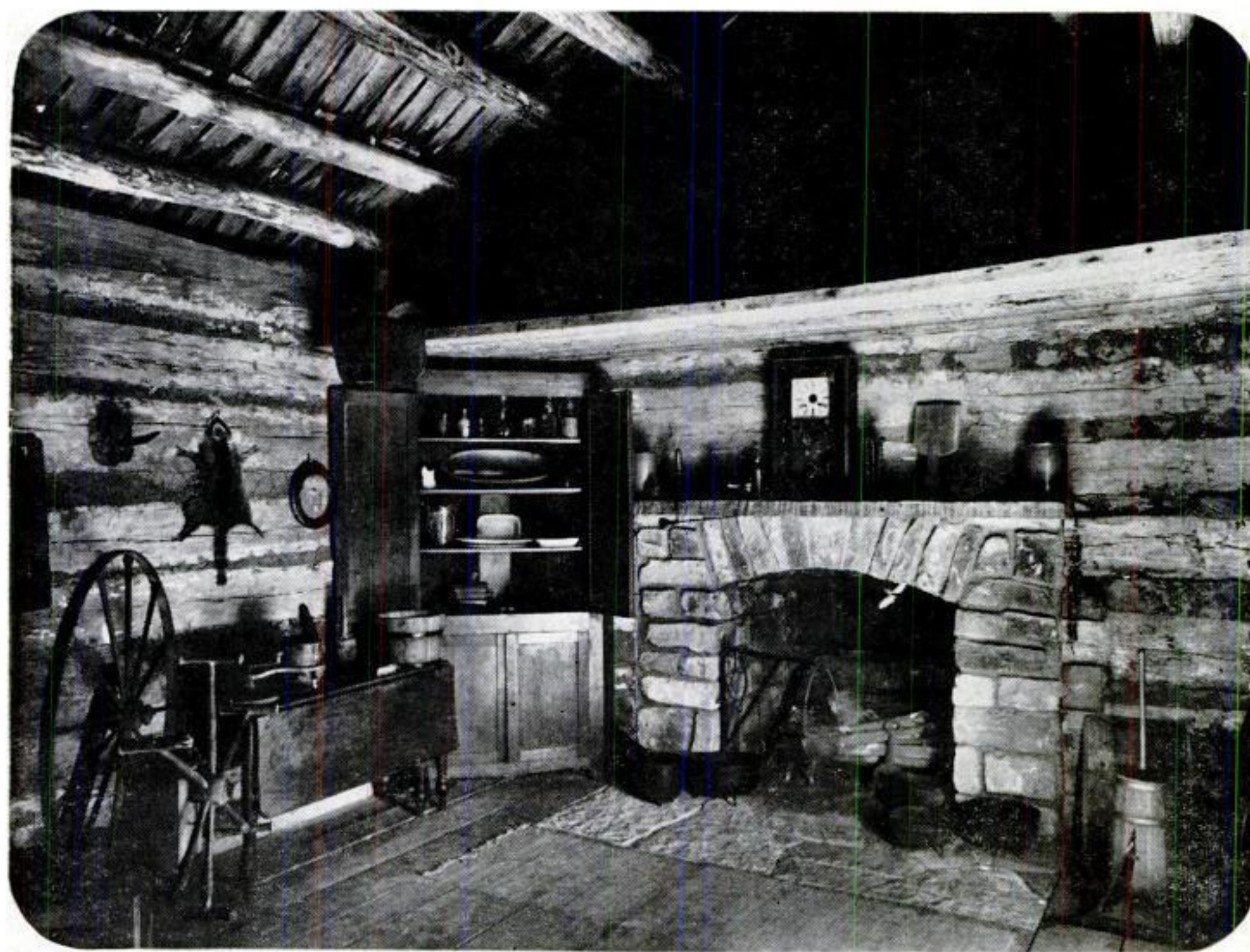
As the map on the following page shows, the visitors to Lincoln Land can follow the man's whole career. From the birthplace at Hodgenville, the trail winds to the boyhood home at Gentryville, Ind. and then to Vincennes

where the young Lincoln and his father crossed the Wabash River into Illinois. In Illinois there are the first family home at Decatur and the rich history of Lincoln's long stay in New Salem, now preserved as a state park near Petersburg. There is Fort Dixon, where he served as a soldier, and Springfield from which he was called to serve as President.

In all this land, as can be seen in these 10 pages, visitors find a country full of a quiet beauty that stands in eloquent testimony to the good judgment of pioneers like Abe Lincoln's forebears. The visitors also find, among the mementos of Lincoln, grim and thought-provoking evidence of how hard, how hazardous and often tragic was the lot of those daring pioneers. And they seem to find something else. In the life of Honest Abe, who rose from depths of poverty and illiteracy such as no modern American can even imagine, they sense a reaffirmation of the American dream. In their thoughts of this man, who loved the North but was full of compassion for the South, who despised slavery without hating the slave owner, they find a unity for which all men must yearn in these newly troubled times.



THE BIRTHPLACE MONUMENT



ON SUCH A HEARTH Lincoln played as a baby. This is the reconstructed interior of the old Knob Creek farm cabin, long since

swept away by weather, where he lived near his birthplace from 2 to 7. The actual furnishings were far more meager and roughhewn.

← CHILDHOOD HOME AT KNOB CREEK, RECONSTRUCTED, HAS RAIL FENCE SUCH AS LINCOLN HIMSELF OFTEN BUILT

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MAP RETRACES LINCOLN'S CAREER

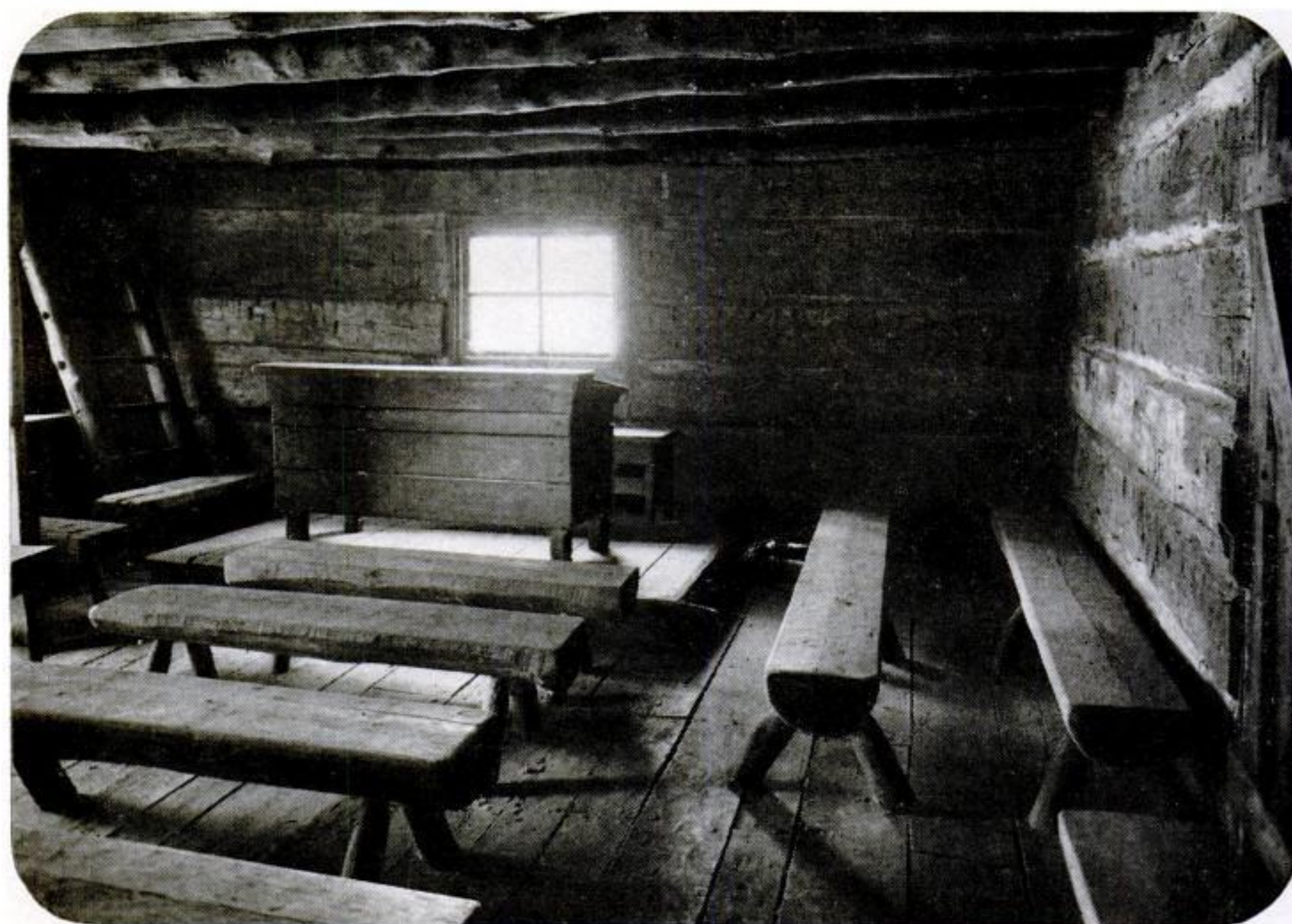
## THE HARD DAYS

### From barren soil there grew a giant

When Lincoln was born the land where Kentucky, Indiana and Illinois meet was just being hacked out of the wilderness. He was a third-generation pioneer who knew, both by family legend and by personal experience, the birth pains of a new country whose people, pushing ahead of the schools and of the doctors, dared the wilderness with little more than their own muscles and prayers. His grandfather had been killed in Kentucky by an Indian. His own father was embroiled in the constant typical struggle of the man, equipped only with the most primitive tools and knowledge, who fights and often fails to bring the order of the farmland out of the chaos of the forest. At times the whole family seemed a human sacrifice to futile dreams. A brother died in infancy and a sister in childbirth. His mother, Nancy Hanks, succumbed

when he was nine to the mysterious "milk sickness"; his father stoically carried her in a homemade plank coffin to an unmarked grave in the woods near Gentryville.

To today's visitor Lincoln Land is often full of an indescribable sadness. The grave of Nancy Hanks (*opposite page*), belatedly given a tombstone, might be just another anonymous resting place of the women who died too young. Lincoln's father, pushed all his life from one state to another by disasters of man and nature, went still unsuccessful to a grave near Charleston, Ill. And even the courtrooms like the one at Decatur below, where Lincoln practiced after the incredible attainment of learning reading, writing and the law, give mute evidence of how humble and unadorned were the lives of even the most successful frontiersmen.



**PRIMITIVE COURTROOM** at Decatur, Ill. is one of places Lincoln practiced law. He rode circuit horseback from Springfield office.

**THE ANCIENT OAK**, now probably 300 years old, is all that lives on from Lincoln's youth. It shades his birth site at Hodgenville. →

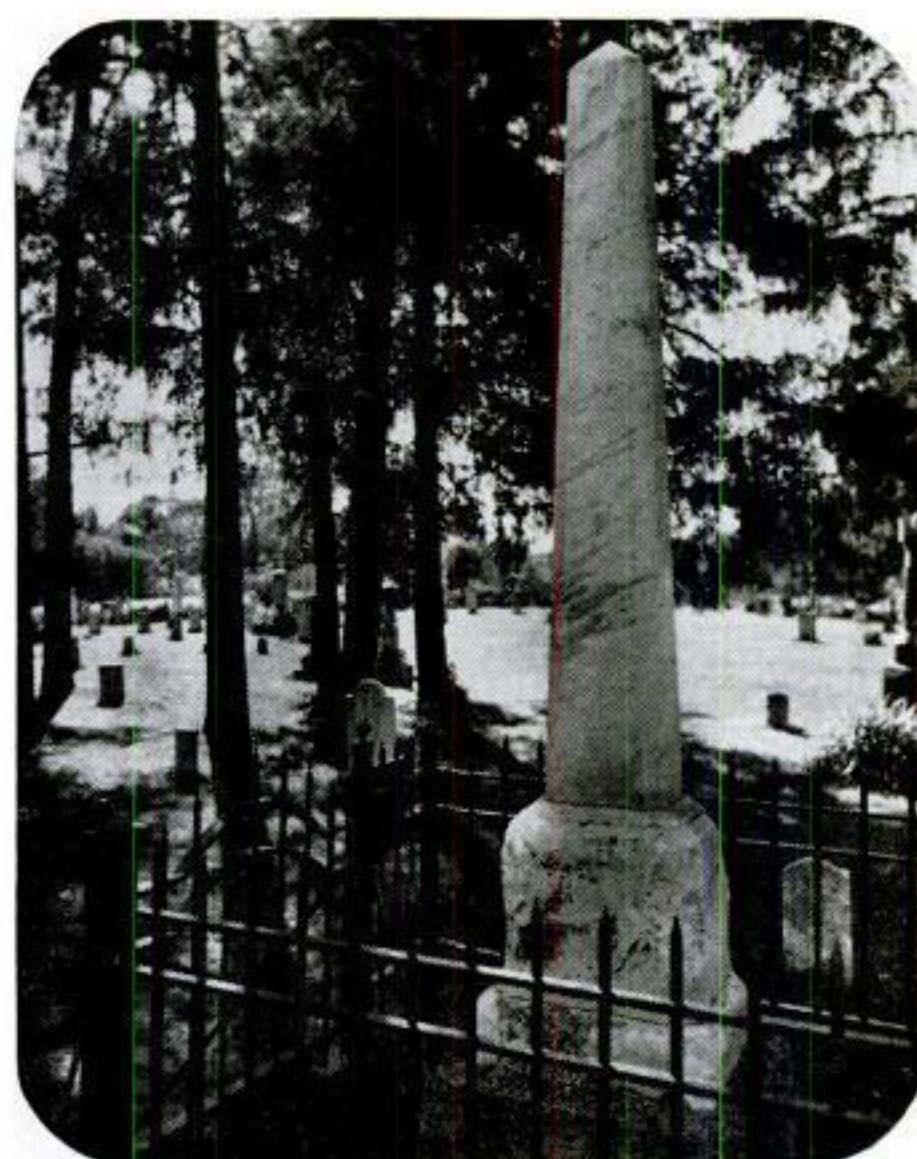




**DECATUR COURTHOUSE**, the interior of which is shown on the opposite page, has been moved to public park.



**MOTHER'S GRAVE** is just outside Gentryville, Ind. It remained unmarked until tombstone was erected in 1879.



**FATHER'S GRAVE**, at Charleston, Ill., is now in a state park. He lies buried next to stepmother who reared Abe.









## LINCOLN

### LAND CONTINUED

**DOWN THIS RIVER,** the peaceful and somnolent Sangamon, young Abraham Lincoln floated one day in 1831 to an entirely new life. He was 22; he and his father had built another farm in the wilderness, this time on the riverbank near Decatur, Ill. From the cabin door Abe Lincoln had this exact view of the waters. And then in the spring he set out downstream by canoe. His goal was to work on a flatboat floating freight to the Mississippi, thence to New Orleans. Fate had other plans. By accident (*next page*) the Sangamon carried him to Ann Rutledge.

CONTINUED ON NEXT PAGE





**THE OLD RAIN BARREL**, collecting water for the household, stands waiting beneath the wooden gutter from the roof that sheltered home and shop of the town hatter in Lincoln's day (1837). The little town of New

Salem had just been founded but seemed to be growing fast; after his time it wasted away into a ghost city. Now it has been carefully restored to its original appearance as a state park project near the town of Petersburg.



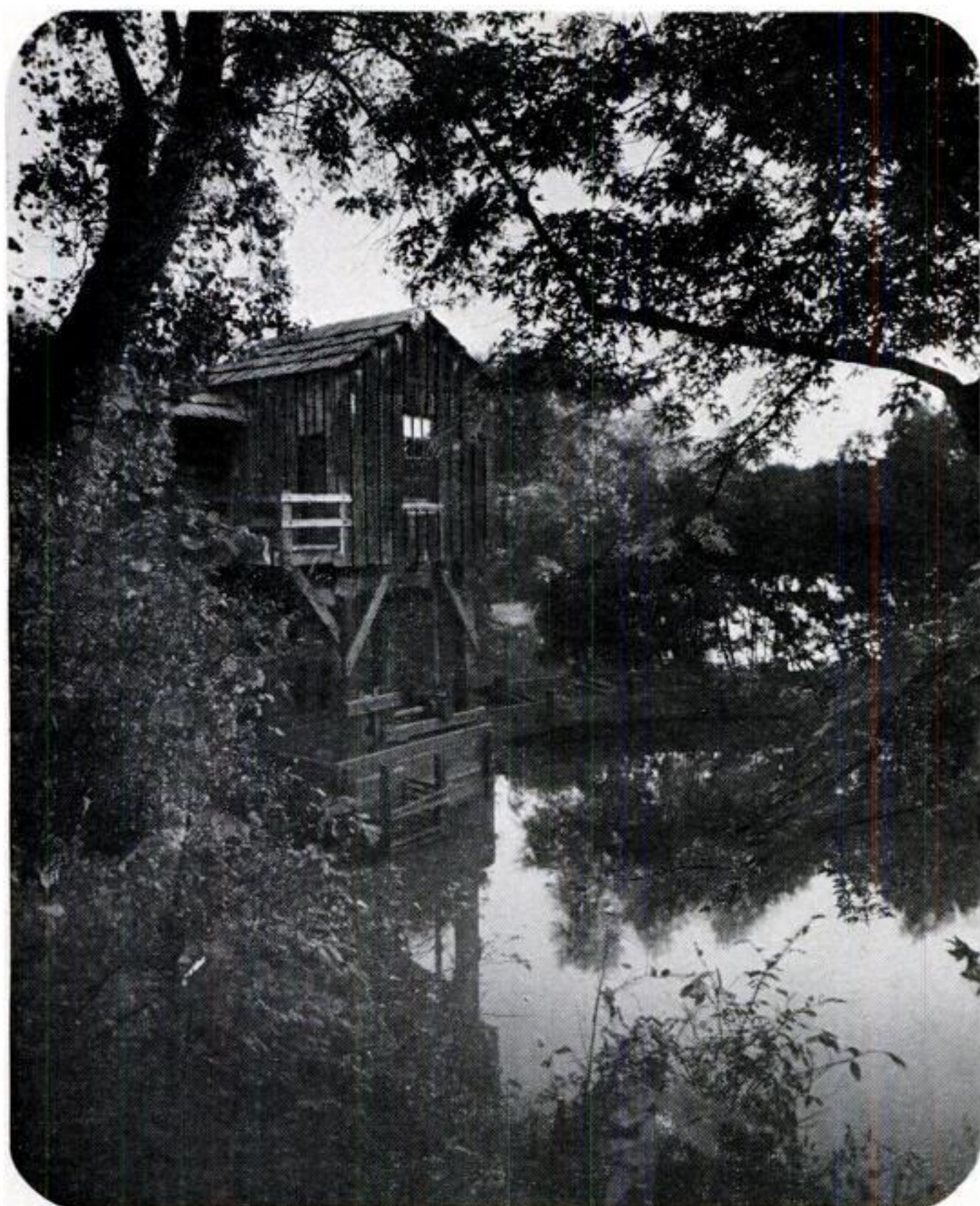


HERE LIES ANN RUTLEDGE

## NEW SALEM

### Here he found, and lost, love

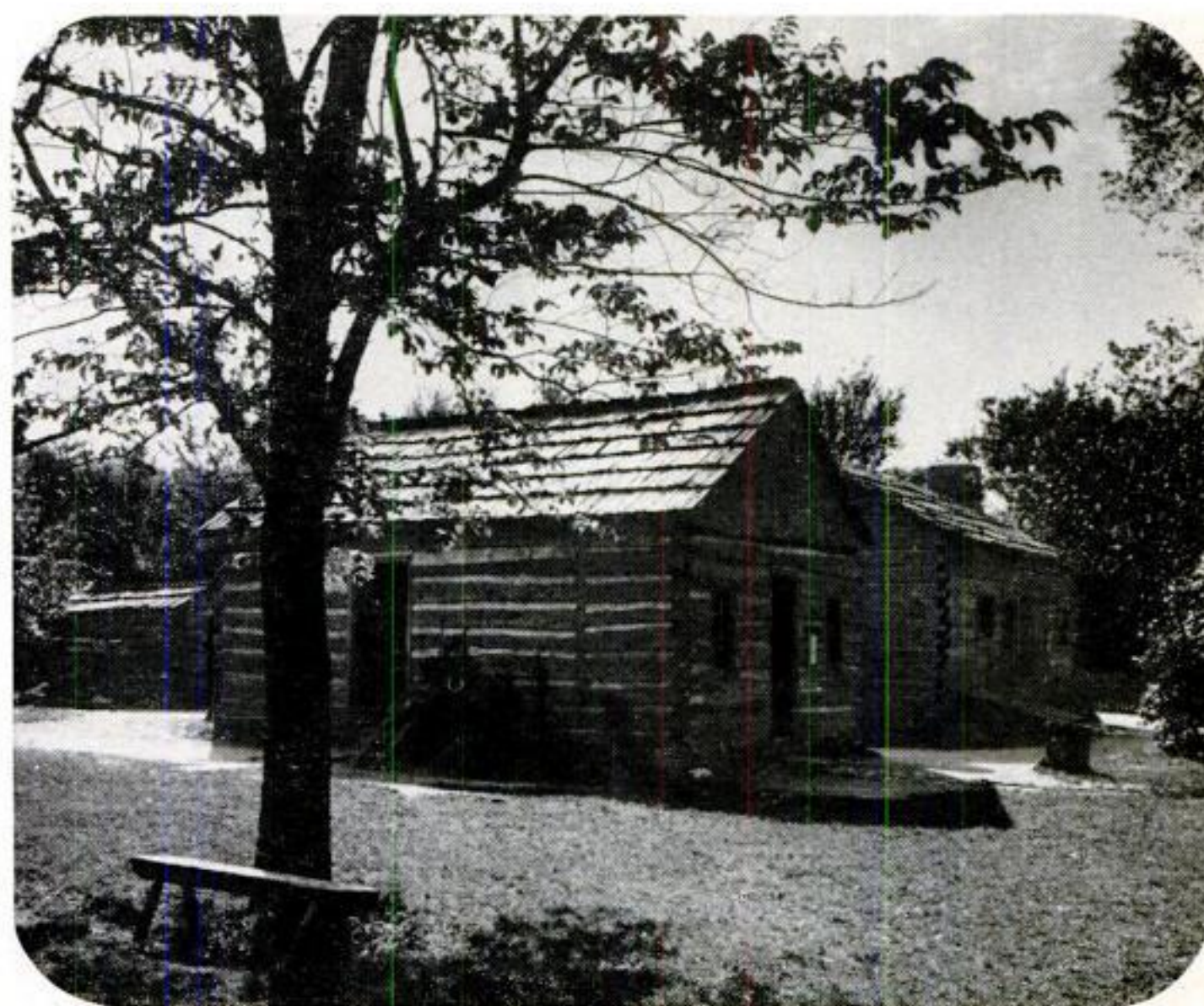
It was amid scenes like this, which a visitor can still savor, that Ann Rutledge lived and grew beautiful and waited, all unknowing, for destiny. Had New Salem not been growing so fast, Lincoln would surely have floated right past her, and perhaps right out of history. A new dam across the Sangamon (*below*) delayed the flatboat he was helping take to New Orleans. His boss took a look at the burgeoning town, liked it and decided to return and open a store. Lincoln stayed with him as clerk and thus had his fateful meeting with the tavern-keeper's daughter. Driven first by love and then by grief at Ann's death—according to the legend that cannot be proved but never will die—he managed to teach himself the law, studying by night in the light of a cooper's fire (*top, right*). By 1837 he was ready to move on to Springfield and begin the practice that led to the White House. But Ann stayed behind in her premature grave.



**MILL AND DAM**, which had just been built before Lincoln's trip down the river, stand today as they did when they interrupted Lincoln's journey. The dam is made of stones held in place by boards.



**STUDY PLACE** of Lincoln in New Salem, at least by legend, was this room inside the cooper's shop. Lincoln was a close friend of the cooper's son, is said to have read with him by light of cooper's fire.



**COOPER'S SHOP** was this log building erected about three years after Lincoln first arrived in New Salem. The cooper's home is at the rear. This was only building which the restorers found intact.



**THE TAVERN** is where Lincoln, as a boarder who slept in the loft, met and quickly fell in love with Ann Rutledge. This is the "common room," where townspeople and travelers gathered for food and gossip.

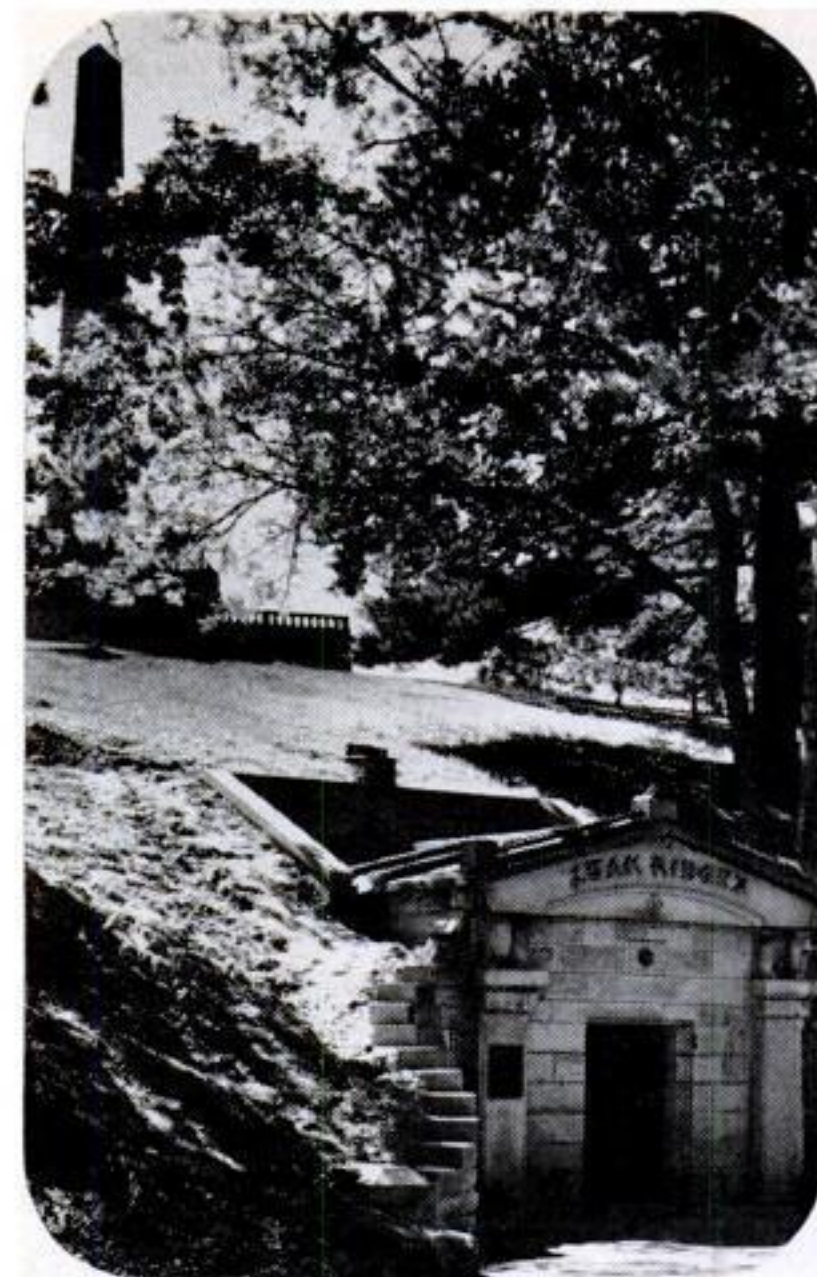




**LINCOLN'S PARLOR** in Springfield, where he received official notification of his nomination, still has some of the original furniture. The portraits above mantel are of George and Martha Washington.



**THE HOUSE**, marked now by flagpole, is at Eighth and Jackson streets. When Lincoln bought it for \$1,500 in 1844, it was one story with an attic. The second floor was added in 1856 by Mrs. Lincoln.



ORIGINAL VAULT BEHIND TOMB

## SPRINGFIELD

### Here at last he lies buried

It is in Springfield, Ill., the state capital where Lincoln rose to his fame, that the visitor feels closest to the Lincoln greatness. It was here that Lincoln arrived with his meager possessions in 1837 as a self-educated tyro in the law, so poor that he had to move in with a friend. It was here, five years later, while still so poor that he could only afford a \$4-a-week boarding house, that he married Mary Todd. The house he finally bought for Mary still stands, with some of the belongings amid which Lincoln studied, brooded and finally received word that he had been called to head the nation in one of its most troubled hours. Here, too, in the city he was never to see again after leaving for Washington, Lincoln is buried—first in a vault (above) and later beneath a granite shaft (opposite page) that rises above the city for all to see, ponder, rejoice and mourn. This is the heart of Lincoln Land, the epicenter of his devotion to his country. This is the land that can say of Lincoln, as his stepmother said with such simple eloquence after he died, "He was dutiful to me always; he loved me truly, I think."



**CENOTAPH** of impressive simplicity marks vault where Lincoln lies buried. Carved in black marble above window at rear are Secretary of War Stanton's famous words, "Now he belongs to the ages."

HIGH ABOVE SPRINGFIELD RISES THE OBELISK MARKING LINCOLN'S TOMB →







Hate to defrost?



Want more "front-row" space?



Crave a b-i-g freezer?



THEN WAIT NO LONGER! YOU DESERVE A WONDERFUL NEW

# CROSLEY SHELVADOR®!



Crosley — the only refrigerator with completely automatic "Care-Free" Defrosting and Crosley Worksaver Design!



BETTER PRODUCTS  
FOR  
HAPPIER LIVING

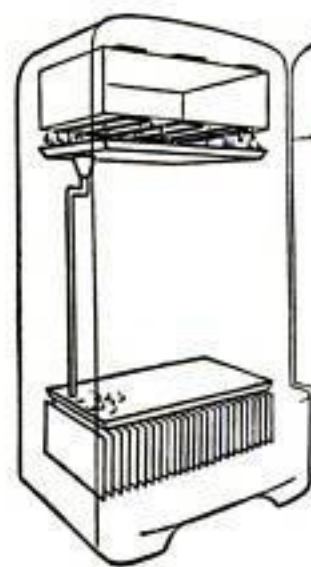
What in the world are you waiting for? Honest—there's no reason for you to put up with the inconvenience of an out-of-date refrigerator for another day. This Crosley gives you *everything* you've ever dreamed of in the "perfect" refrigerator! Just listen to this—

- ★ Completely Automatic "Care-Free" Defrosting.\* You'll *forget* about defrosting—for good!
- ★ A huge, full-width freezer that holds up to 77 pounds!
- ★ Incomparable Crosley Worksaver Design that gives you more—yes, *twice as much*—convenient, "front-row" space!
- ★ On top of that, you get two big, transparent, "moist-cold" crispers ... a marvelous ButterSafe ... the flexibility of removable shelves ... and Crosley's new, powerful "super-quiet" refrigerating unit!

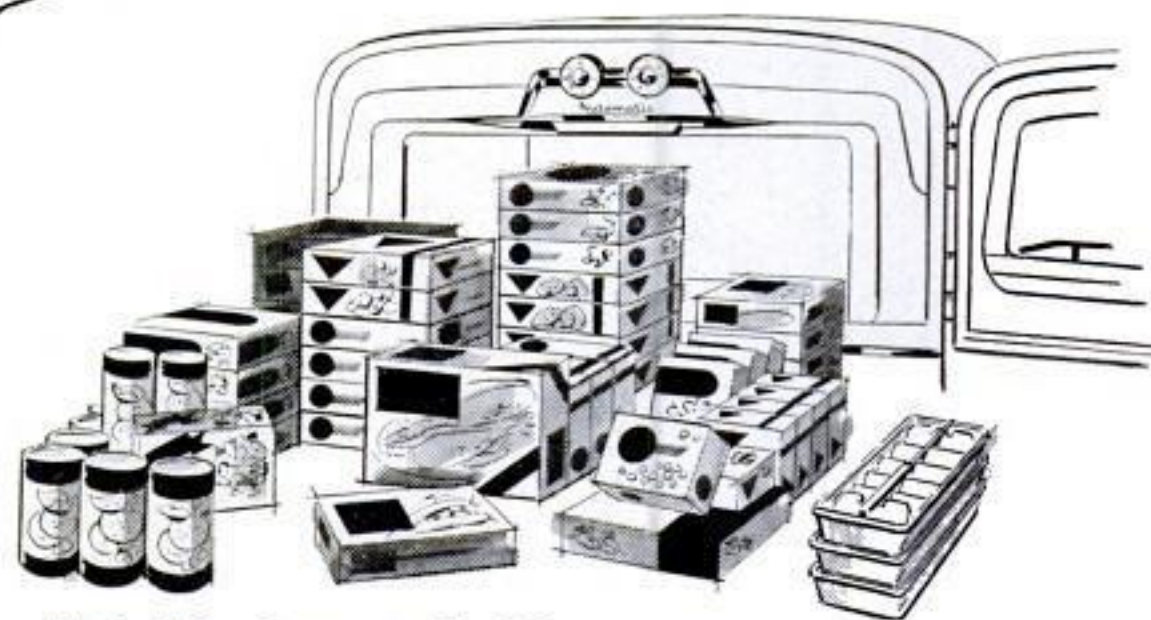
Don't keep on "wanting"—compare these worksaving, timesaving beauties for yourself. Once you've seen and priced these new Crosley Shelvadors, you'll never be satisfied with any other refrigerator! (Model T-CAD-12 illustrated) Crosley Division, Avco Manufacturing Corporation, Cincinnati 25, Ohio.

## CONVENIENCE?...IT'S THE WORLD'S MOST CONVENIENT REFRIGERATOR!

**\*The most convenient, completely automatic defrosting system!**



Nothing to turn on, nothing to turn off, no pan or jar to empty! Crosley defrosts *itself*, completely and automatically, in a few minutes every night while you sleep—not while you're using it! Crosley's patented system removes frost from *all* freezer surfaces, as well as the baffle. Remember, if a refrigerator doesn't defrost the freezer, it doesn't have real automatic defrosting!



**This big freezer holds  
77 pounds of frozen foods!**

This beautiful Crosley gives you not one—but *two* wonderful appliances. For this big, full-width freezer actually holds up to 77 pounds of frozen foods and ice cubes!

**Twice as much food  
at your finger tips!**

Crosley actually *doubles* your "front-row" space. With wonderfully convenient shelves, completely recessed in the door, you have twice as much food where you want it—in front, in sight, in reach!

Specifications subject to change without notice.  
® Shelvador is a registered trade-mark that designates products of the Crosley Division—Avco Manufacturing Corporation only.



Don't wait until your old refrigerator breaks down! Trade it in today on a brand-new 1952 Shelvador. 13 models to choose from—priced as low as \$199.95.





"LA PESCADORA" SOAKS HER HEAD TO THE EARS AS SHE PUTS HER SNOUT UNDERWATER AND PROBES FOR FISH

## FISHING PIG

Sow earns title of 'La Pescadora' by snouting out underwater meals

Ginoria, a 10-year-old Puerto Rican pig, has developed a most unpiglike habit. Twice a day she wades out into the ocean and goes fishing (above) for her meals. Since few pigs will even eat raw fish, much less catch their own, Ginoria is the marvel of her village and is known to everyone as *La Pescadora* (the fisherwoman). So great is her fame that her owner vows the piscatorial pig will never be slaughtered but will be allowed to die a natural death, up to her ears in fish.

CONTINUED ON NEXT PAGE

## FOR THE 1 MAN IN 7 WHO SHAVES DAILY

New preparation has remarkable skin-soothing ingredient

MODERN LIVING demands you shave every day. But your skin need not get irritated, rough, and often old-looking. Not any more . . .

Two special ingredients in Glider brushless shave cream correct all this. One is the same type of oil that is used on a baby's skin. This allows your razor to cut close without scraping.

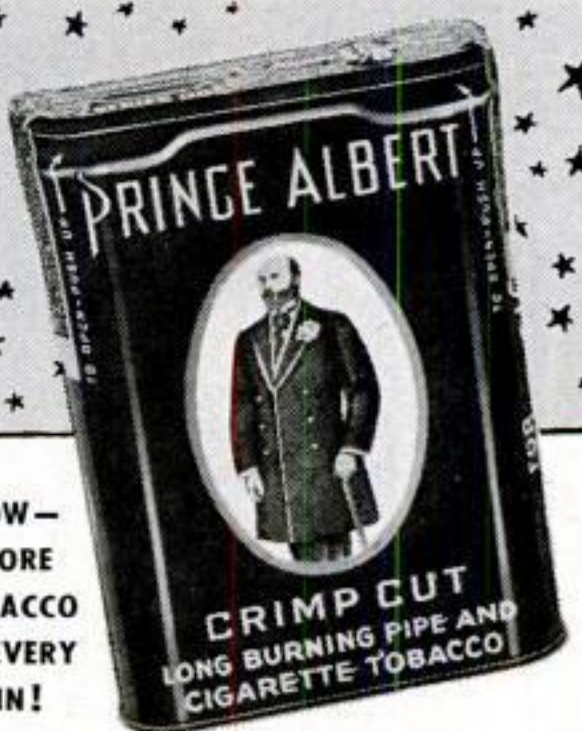
The second ingredient which insures your skin new shaving comfort is EXTRACT OF LANOLIN—a wonderful new substance with beneficial ingredients 25 times as active as in plain lanolin, the well-known skin conditioner.

Glider helps keep the skin silky-smooth because it's good for the skin. So good that it makes after-shave lotions needless. Rub a little extra Glider right into your skin . . . and like a skin cream it replenishes the oils of your skin, leaves your face feeling smooth, relaxed. Get a tube today and see for yourself!

Try a tube at our expense! Just write The J. B. Williams Company, Dept. LG-3, Glastonbury, Conn.

(Offer good in U. S. only.)

*Charles S. Campbell*  
PRESIDENT




NOW—  
MORE  
TOBACCO  
IN EVERY  
TIN!

### BITE'S OUT PLEASURES IN

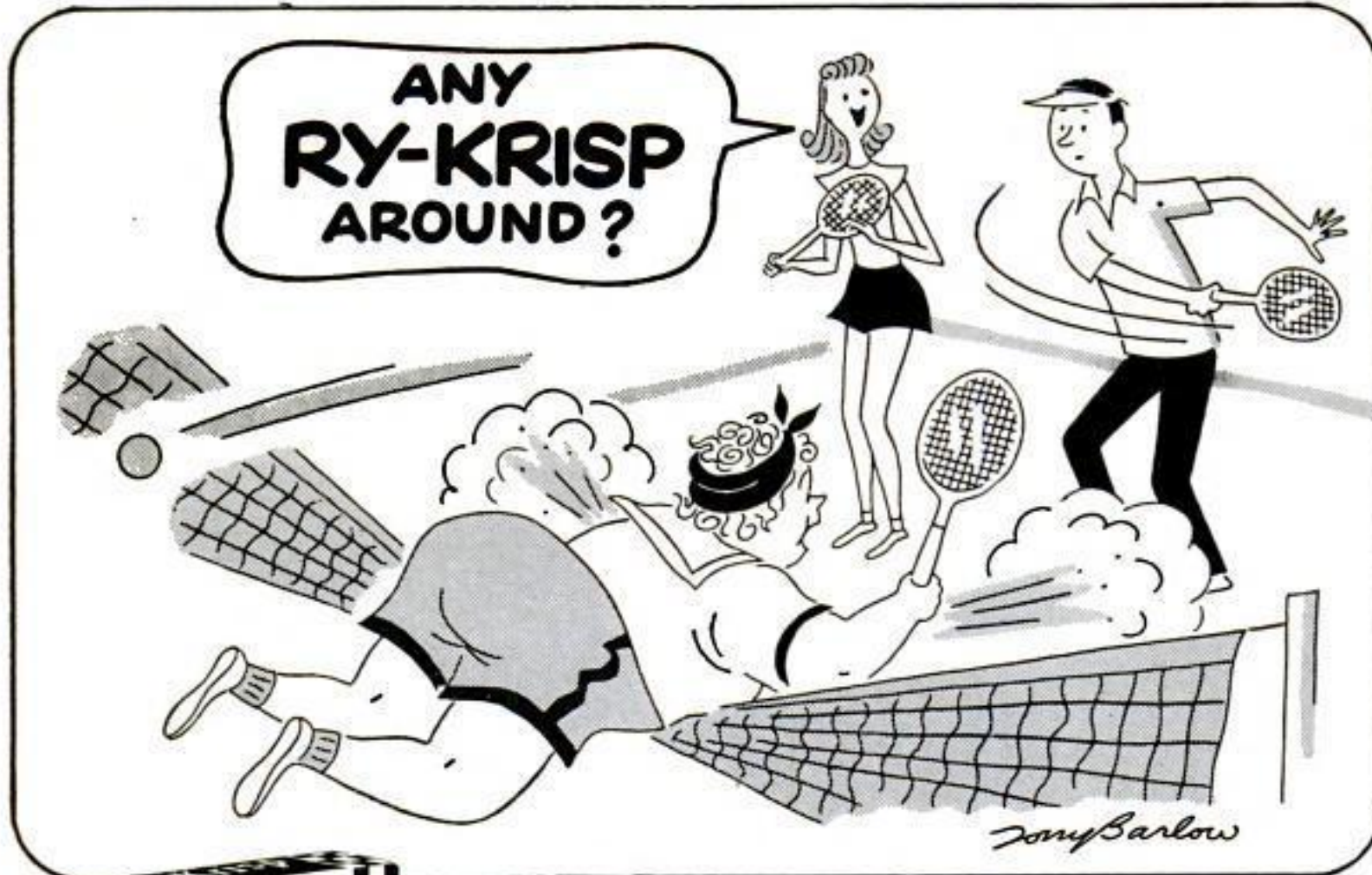
Yes, Men . . .  
Prince Albert's  
crimp cut tobacco  
is specially treated  
by a patented\*,  
"No-Bite" process  
to protect against  
tongue bite. Try  
cool-smoking P.A.  
Great for a  
"makin's"  
cigarette, too!

\*Process Patented July 30, 1907

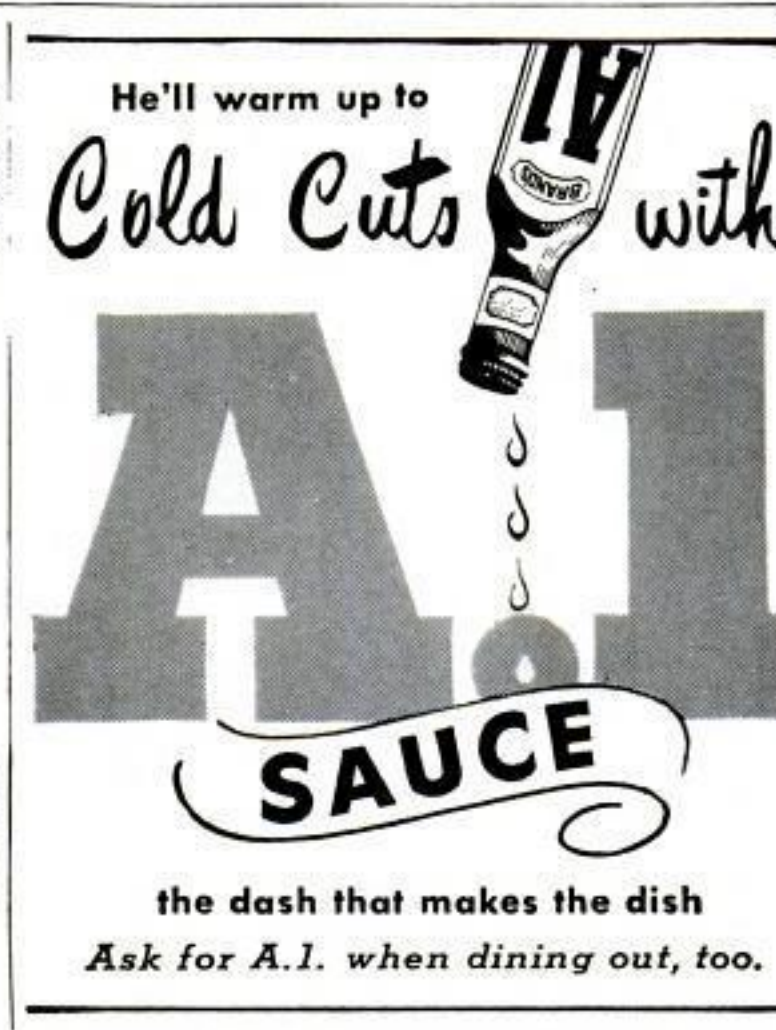


More Men Smoke  
**PRINCE ALBERT**  
than any other tobacco





**FAMOUS RY-KRISP  
REDUCING PLAN  
ON EVERY PACKAGE**



**CAPTURED FISH** is hauled up out of the water in Ginoria's jaws. She eats it, then ducks back for more. She always goes to the same fishing grounds, usually puts in four hours a day and takes out an average of 30 pounds of fish.



**GIFT FISH** is offered voracious Ginoria. In addition to her own catch, which includes an occasional baby shark, Ginoria gets many handouts from fishermen and children. Her owner sometimes feeds her plantain skins as an appetizer.



**STUFFED PESCADORA** lounges on beach after fishing. No one knows how fishing habit began, but Ginoria is evidently aware of her unique position. She does not fraternize with other pigs which are, of course, far dirtier than she is.



# Lieutenant Stanley T. Adams Medal of Honor



ONE BITING-COLD FEBRUARY NIGHT, Lieutenant Adams was on a bitterly contested hill near Sesim-ni, Korea. Out of the dark earth the silhouettes of some 150 Communist troops rose up against the skyline. Ordering fixed bayonets, the



lieutenant, with only 13 men, leaped up and charged furiously against the overwhelming odds. He was knocked down by a bullet. At least three hand grenades actually bounced off his body before exploding nearby. But when Adams and his squad were through, there were only 50 Communists left on the hill—and they were dead.

"Nobody likes to kill," says Stanley Adams. "Nobody likes war. But today the surest way to invite a war is to be weak. You and I know that twice in the last ten years Americans have let their guard down. And the Philippine and Korean graveyards are filled with men who paid the price for it.

"Please don't make that tragic mistake again. Remember that in the world today, *peace is only for the strong*. Help make your country and your armed services stronger still—by buying more . . . and more . . . and more United States Defense Bonds. Put *your* bond-power behind *our* fire-power, *now*—and together we'll keep America at peace!"

★ ★ ★

Remember that when you're buying bonds for national defense, you're also building a personal reserve of cash savings. Remember, too, that if you don't save *regularly*, you generally don't save at all. Money you take home usually is money spent. So sign up today in the Payroll Savings Plan where you work, or the Bond-A-Month Plan where you bank. For your country's security, and for your own, buy United States Defense Bonds now!

## Peace is for the strong... Buy U. S. Defense Bonds now!

The U. S. Government does not pay for this advertisement. It is donated by this publication in cooperation with the Advertising Council and the Magazine Publishers of America.

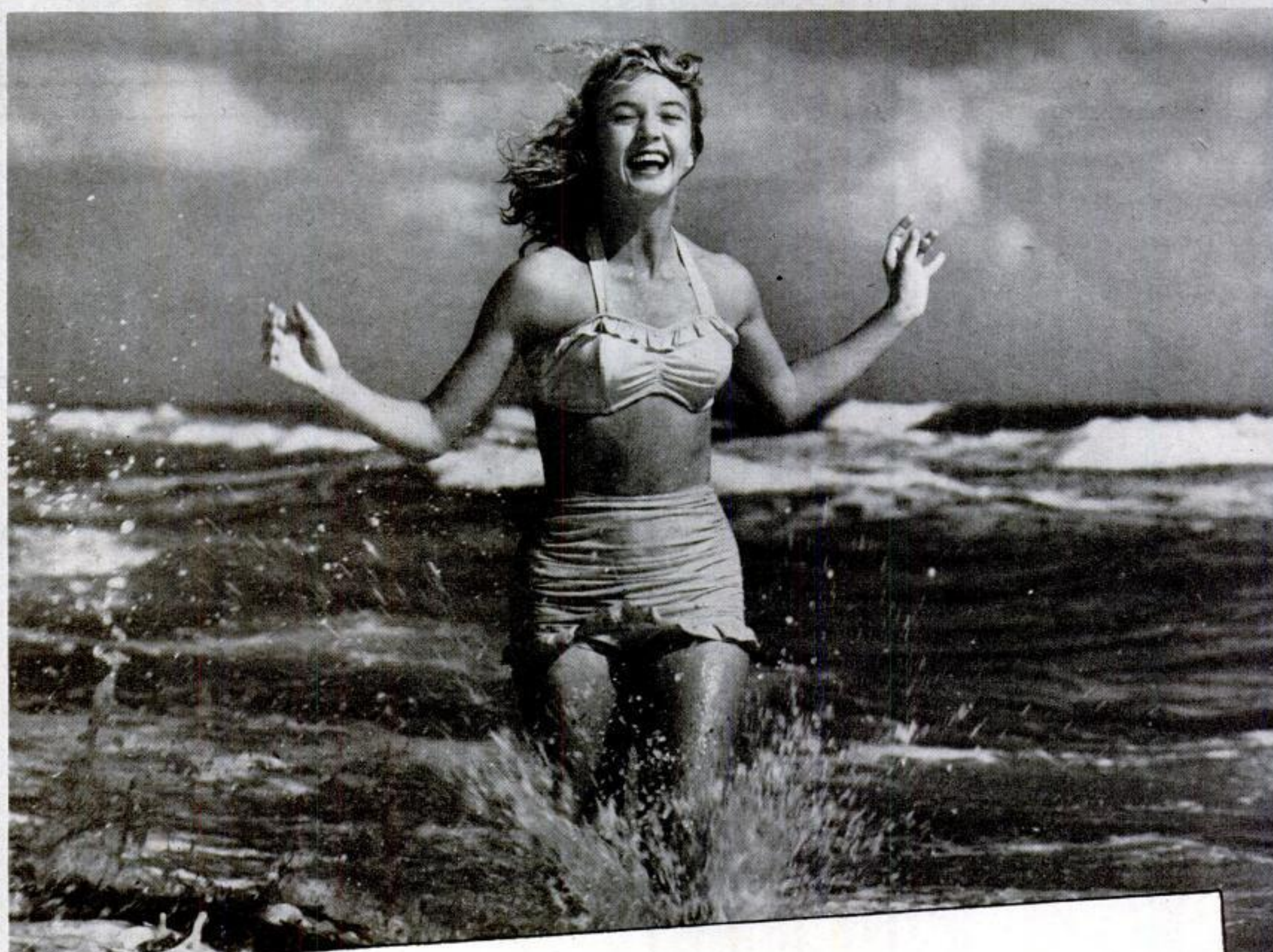




# You'll be proud of your

*FOR THE FOURTH! FOR*

**BLACK-AND-WHITE** — RAIN or SHINE, only  
**ANSCO ALL-WEATHER FILM Guarantees\* Perfect Snapshots!**



\* Yes, you call your snapshots *perfect* or you get a *new roll free!* Indoors or out . . . in *any* weather . . . in any camera . . . any time! Don't trust to luck with ordinary film. Now get clear, sparkling snapshots every time . . . at no extra cost!

AnSCO All-Weather Film gives the results you want, or return the negatives with the guarantee bond for a new roll free. Only AnSCO makes this guarantee!

At dealers—everywhere!

ANSCO, Binghamton, N. Y.  
A Division of  
General Aniline & Film Corp.  
"From Research to Reality."



**Now! SAVE 15¢**

Ask for ANSCO  
**ALL-WEATHER FILM**  
in the **3-ROLL**  
**ECONOMY PAK!**

(Also available in single rolls)

Two of AnSCO's  
Exciting  
Camera Values!

(You'll Find  
AnSCO Camera Values are "Tops"  
—from \$6.30 to \$189.25!)



# Pictures with ANSCO

**SUMMER VACATION!**

**COLOR**—No other film gives you the  
Real-life Look of Ansco *Natural Color*!



**Y**OUR movies and snapshots on Ansco Color Film will show faces in soft, life-like flesh tones . . . natural-looking skies of pastel blue . . . real-life greens in foliage. Yes, every foot of movie film, every color transparency you take, every thrilling color print you get *comes alive* with nature's own colors! Just make sure your camera (f6.3 lens or faster) is loaded with Ansco—the *Natural Color* Film! At dealers everywhere—get *your* supply today!

For "Stills": 120, 620, and 828 rolls, standard 35mm magazines, sheet film.



For Movies: 8 and 16mm magazines, 16mm rolls.

**HERE'S WHAT YOU GET:** Ansco Color Film gives you sparkling positive color transparencies that let you see the natural color clearly, brilliantly—just as your camera caught it! OR . . . from these transparencies your dealer can order inexpensive wallet-size Printon color prints, shown reduced size below. This prompt service from 38 Ansco authorized finishing plants also includes *big* natural color enlargements—up to 11x14 inches.



## ANSCO READYFLASH CAMERA

This new, easy-to-use Ansco camera makes 2 1/4 x 3 1/4" album-size snapshots—indoors or out! The automatic shutter has built-in synchronization for flashbulbs. Flash attachment and portrait lens are available.

**A Real Ansco Value.....\$6.30**

Also available as Readyflash Camera Outfit, with flashbulbs, flash attachment, portrait lens, and film in attractive carry-all case.

**A real saving at.....\$15.60**



## KAROMAT 35MM CAMERA

This superb, imported camera packs all the refinements of a truly modern miniature camera into its compact, streamlined case! The hard-coated f2.0 Xenon lens is fully color corrected, and the 1/500 Compur rapid shutter is synchronized for all flash work. Coupled range finder and view finder in one window. Flip of finger transports film and cocks shutter.

**A Real Ansco Value.....\$164.10**



Takes  
your breath  
away!



The candy with the hole... still only 5¢

THE TRADE-MARK "LIFE SAVERS" IDENTIFIES "THE CANDY WITH THE HOLE" MADE EXCLUSIVELY BY LIFE SAVERS CORP. IN THE UNITED STATES AND BY LIFE SAVERS LIMITED IN CANADA.





DIRECTOR BEN HECHT COACHES HIS ACTRESS DAUGHTER JENNY FOR A SCENE IN HIS FILM IN WHICH SHE IS TO KICK AND CLAW AT A MOVIE PRODUCER

## Debut of a Sinner

SEVEN-YEAR-OLD JENNY HECHT STARS IN HER FATHER'S NEW MOVIE

Ben Hecht, one of Hollywood's top-price writers (*Front Page*, *Nothing Sacred*), has little respect for the industry's attitude toward writing in general. Last year he took a week or so off to write and produce an acid little sketch on Hollywood writing called *Woman of Sin* (now being released with a preposterous melodrama in a two-section Hecht package called *Actors and Sin*).

*Woman* describes the panic caused in a corner of the movie world when the author of a flamboyantly spicy film epic turns out to be a 9-year-old

girl. While looking around for a talented child to play the part, Hecht discovered that his own daughter Jenny, aged 7, had learned it by heart. Tried out in the role, she proved a natural—shrill, pert, precocious—and had a whale of a time working on the production. She kicked an actress who was trying to get between her and the camera. As the script required, she gobbled large quantities of chocolate cake, which she loves. Amid one of her fictional tussles with Actor Eddie Albert, whom she loves too, she gave him a real black eye.



# Get more for your money!

IMPROVED PERFORMANCE

LONGER LIFE

GREATER BATTERY VALUE

**DEALERS:**

Switch to  
Exide—  
give your customers  
more for their money!



## Exide ULTRA START

has these outstanding features:

SILVIUM, new grid alloy, resists a battery's most destructive enemy—grid corrosion caused by overcharging.

G.O.X., new active material, which takes full advantage of an acid solution of lower specific gravity.

PORMAX, new, practically indestructible plastic separators resist heat and acid—are flexible and tough—increase cold-weather starting ability.

Other Exide Batteries as low as \$17.45, less allowance for your old battery.

FOR MAXIMUM LIFE AND PERFORMANCE  
ASK YOUR DEALER TO CHECK YOUR BATTERY REGULARLY

THE ELECTRIC STORAGE BATTERY COMPANY

Philadelphia 2

Exide Batteries of Canada, Limited, Toronto

**Exide**  
ULTRA START BATTERY

New leader  
of the famous  
Exide  
line!



WHEN IT'S AN EXIDE... YOU START

"EXIDE" and "PORMAX" Reg. T.M. U.S. Pat. Off. "SILVIUM" and "ULTRA START" T.M. Reg. applied for

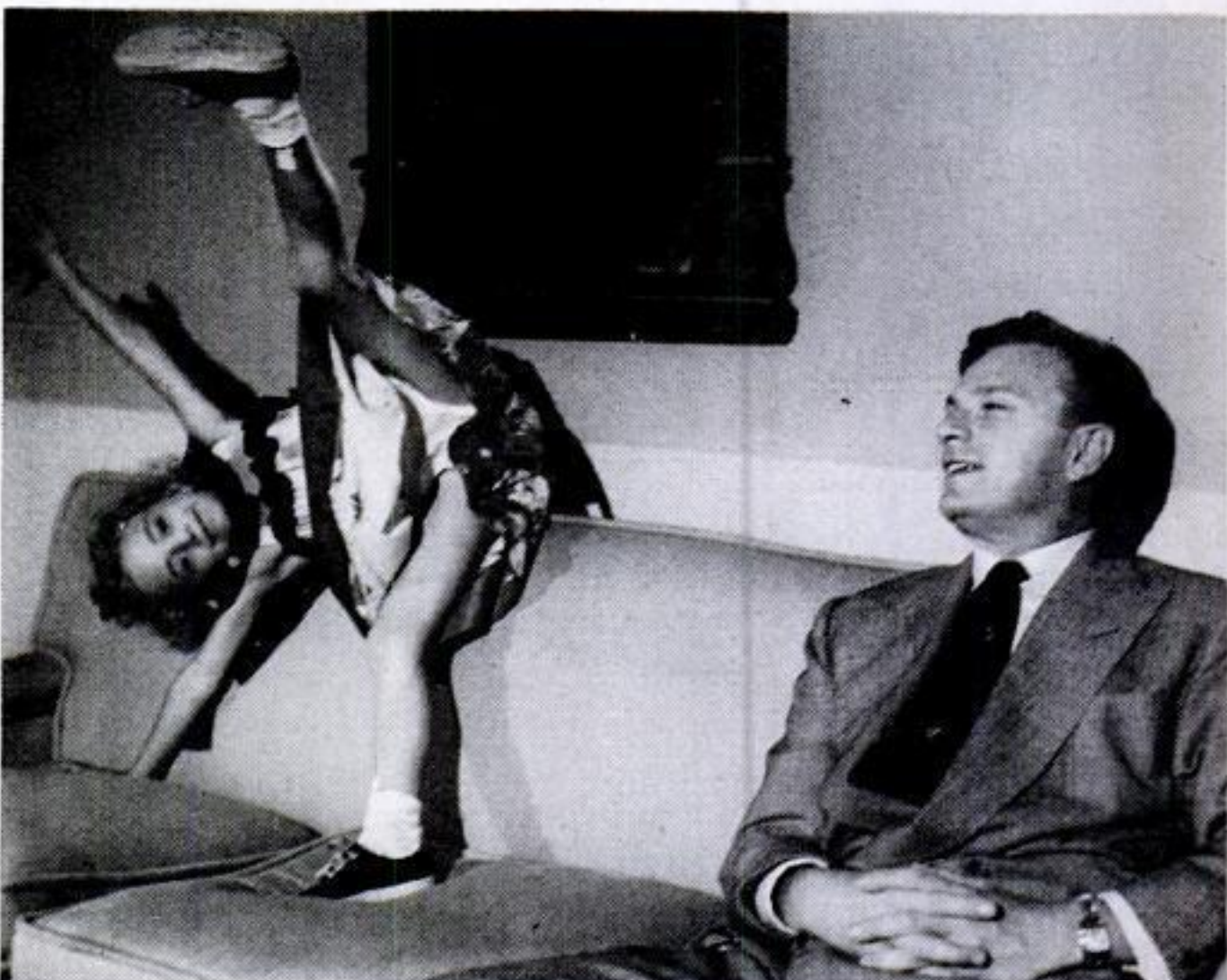
JENNY HECHT CONTINUED



**PENSIVE AUTHOR** in *Woman of Sin* leans on agent (Eddie Albert) during story conference. Horrified by discovery that she is author of script he has sold to a big producer, he is trying to keep news of her age from leaking out.



**JOYFUL AUTHOR** jumps and screeches "Goody! Goody!" in agent's ears when she learns that a boyfriend of hers named Moriarity is coming over to help her prepare her next movie script, a pirate epic called *The Sea of Blood*.



**BORED AGAIN**, she does acrobatics on couch. Agent keeps her locked up in his office with ice cream cones and chocolate cake while he assures the producer she is an unspoiled, aloof writer who cannot bear to be seen in public.

CONTINUED ON PAGE 124



Now! A choice of 3 permanents for all different types of hair

# NEW TONI TRIO

custom-made for you!

## Regular Toni



FOR  
NORMAL  
HAIR

Perfect for most women—including the millions of Toni users who have always had good results. Now better than ever, Regular Toni gives you all the softness and beauty of a natural wave because it's just right for normal hair.

## Super Toni



FOR  
HARD-TO-WAVE  
HAIR

If other permanents didn't take or didn't last, Super Toni is your answer. For it is specially made for hair that resists ordinary permanents. Super Toni is recommended, too, for women who want a curlier permanent.

## Very Gentle Toni



FOR  
EASY-TO-WAVE  
HAIR

If your hair waves very easily you need the extra mildness of Very Gentle Toni. It's custom-made to give you a soft, natural-looking permanent. Also wonderful for bleached or tinted hair—or hair with some natural curl.

Now... do what the finest beauty shops do!

Yes—do what the beauty experts do! Choose a permanent that's custom-made for your type of hair. Make your choice from the New Toni Trio—Regular Toni, Super Toni, Very Gentle Toni. Three different permanents, each expertly formulated by the world's leader in hair research to give you a home permanent custom-made for your type of hair. And that means a lovelier, livelier, more natural-looking wave than ever before. Results no single-lotion permanent can give. Today, choose from the New Toni Trio the one permanent just right for your hair.

Your choice of Toni refills \$1.50



## Tonette

NEW PERMANENT FOR CHILDREN

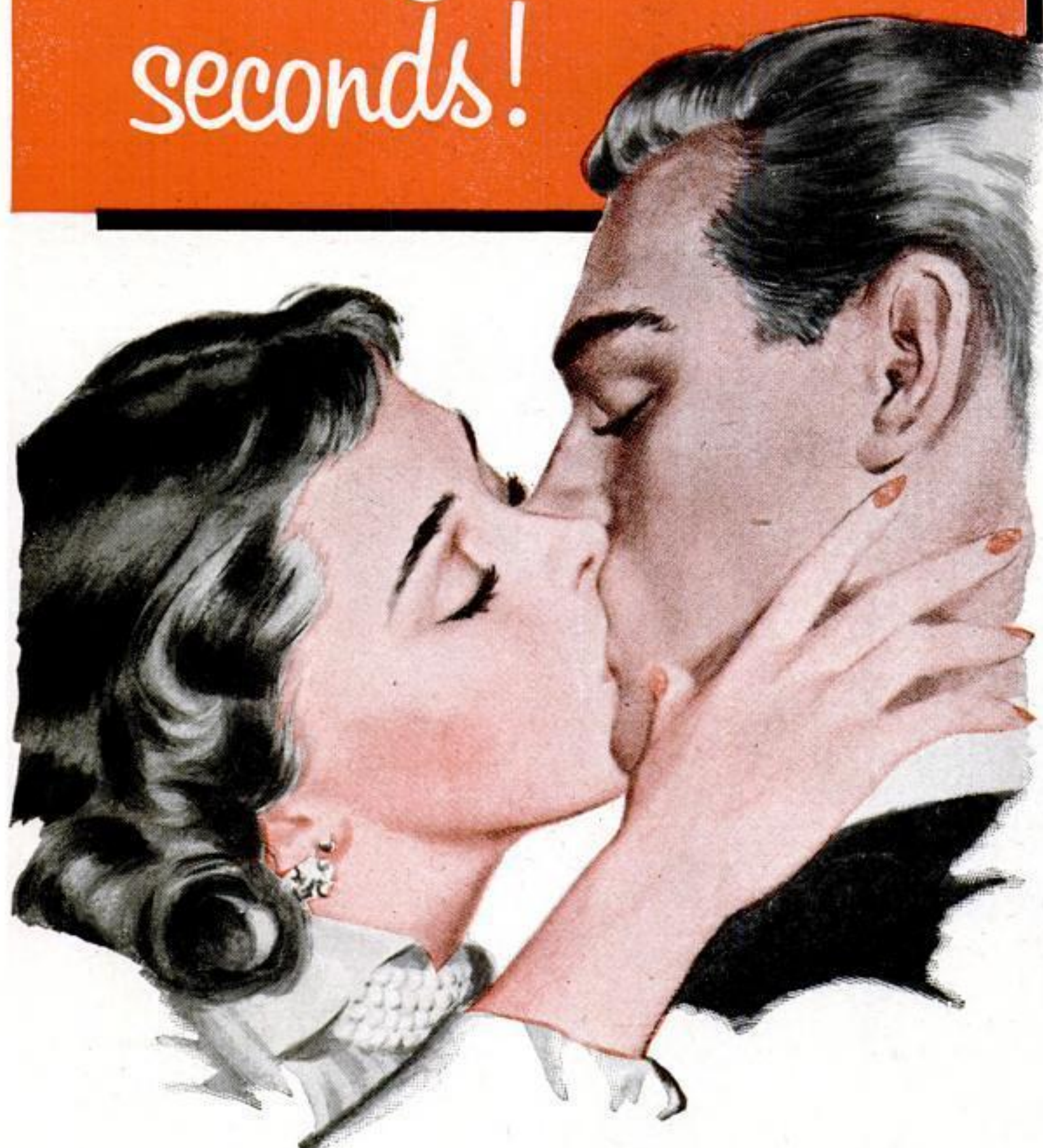
At last a permanent that takes on every little girl's hair! Tonette—the children's home permanent by Toni. Specially made for youngsters' hair that lacks body and resists ordinary permanents.

Tonette refill \$1.50



# BAD BREATH

"Kissing Sweet" in seconds!



**Delicious new chlorophyll\* chewing gum banishes breath odors from such causes as Onions, Garlic, Smoking, Alcohol**

**CLORETS** was created to do one thing, one thing only... make your breath "Kissing Sweet". This delicious new chewing gum is rich in chlorophyll, that magical green purifier.

**EFFECTIVE!** You'll find **CLORETS** the pleasantest, and most convenient way to enjoy the truly astounding benefits of chlorophyll. For all you need do is chew **CLORETS** and in

seconds your breath becomes "Kissing Sweet", even after smoking, drinking or eating onions.

**DELICIOUS!** **CLORETS** are super rich in chlorophyll. Yet this gum is so all-out delicious, you'll chew it for pure enjoyment.

**CONVENIENT!** Keep **CLORETS** in pocket or purse. Chew them to keep breath always "Kissing Sweet".

## MAKE THIS BREATH TEST

Eat onions. Chew **CLORETS**. Hear your best friend say: "Your breath is 'Kissing Sweet'."



\*Water soluble chlorophyll factors

## JENNY HECHT CONTINUED



**SHE FLOORS PRODUCER** with a hefty push when he refuses to believe that "this idiot child" could have written script for his film, *Woman of Sin*.



**SHE PULLS AGENT'S HAIR** while her collaborator Moriarity (foreground) pummels him vigorously from the side during an argument over manuscripts.



**SHE RUNS OFF** with Moriarity for more ice cream and slices of chocolate cake after she has been signed by the producer to a five-year writing contract.



# BIG NEWS FOR THIRSTY FAMILIES

Now 2 easy ways to  
make wonderful  
**Lemonade**  
*Delicious-Refreshing-Healthful, too!*

Pure California  
**LEMON JUICE**  
already squeezed for you



## 1 USE NEW CONCENTRATE FOR LEMONADE.

Just open a can and mix the ready-squeezed, sweetened "makings" with water and ice. In seconds you have delicious lemonade with the flavor of freshly-picked California lemons. Nutrition experts recommend this healthful, cooling drink...and thirsty children, grown-ups and guests love it. So why not keep a pitcherful in your refrigerator or let your youngsters mix it themselves? One can makes a full quart. Enjoy Concentrate for Lemonade in punches, mixed drinks and iced tea, too. It's so convenient and costs so little! Look for it today in your grocer's freezer or on his shelves.

## 2 USE PURE CALIFORNIA LEMON JUICE

...either canned or fresh-frozen...to blend your own lemonade. Combine with proportions of sugar, water and ice to suit your individual taste. No fuss, no bother, no squeezing...but what genuine refreshment! You'll also find ready-squeezed California Lemon Juice tasty, handy and economical when any drink, food or recipe calls for lemon juice. You'll especially like its tangy, tree-fresh goodness in salad dressings. You have your choice of many brands. Buy several cans. Use some every day...because canned or fresh-frozen Pure California Lemon Juice is an abundant source of Vitamin C.



YOUR CHOICE OF MANY BRANDS  
BOTH FRESH-FROZEN AND CANNED

LEMON PRODUCTS ADVISORY BOARD, Los Angeles, California



# DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON



MR. LEONARD JARVIS CUSHING, Jr., popular in New York and California society. Discriminating in his choice of cigarettes, Mr. Cushing says: "For real smoking enjoyment, no other cigarette can equal Herbert Tareyton's extra length and cork tip."

Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cork tip can give. The cork tip doesn't stick to the lips . . . it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



T H E R E ' S   S O M E T H I N G   A B O U T   T H E M   Y O U ' L L   L I K E

Copr., The American Tobacco Company

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**SOCIAL QUEENS** meet at the lawn party. Hostess Martha Rountree admires Paris hat worn by guest, Mme. Perle Mesta, who was capital's biggest party-giver herself once.

## *Life Goes to a 'Meet the Press' Garden Party*

### **FRIENDLY GIRL FROM FLORIDA MARKS SUCCESS IN TV AND IN POLITICS**

When Miss Martha Rountree, late of Gainesville, Fla., gave a garden party a few weeks ago at her new home in Washington, D.C., she offered her guests not much more than plain potato salad and hamburgers. Yet her garden was packed with movers and shakers of the U.S. political scene. Among the 350 who came were presidential candidates Harriman, Taft, Russell and Kerr, congressional leaders Sam Rayburn and Joe Martin, Secretary of Commerce Sawyer, Secretary of Labor Tobin and Secretary of Army Pace. The only fancy touch at the party was separate tents for different drinkers—juleps, naturally, being provided for Dixiecrats.

In Washington political circles an invitation to a Rountree party is practically a command, and Martha has acquired a

position in Washington akin to that of Louella Parsons in Hollywood—though Martha rules more by friendship than by fear. For the past seven years she has been producer of the most successful radio-TV panel show of its kind, *Meet the Press*, which she owns 50-50 with Lawrence Spivak. Between Spivak's Brooklyn bite and vigor and Rountree's Southern flounce, the program has become a source of potential popularity and ruin to every bigtime politician. Stung by Spivak's clever questions, they frequently say more than they intend to on the show. Yielding to Martha's cajolery, they often use the program for major pronouncements. Martha keeps up contacts by giving two parties a week and has become the most politically influential of capital hostesses.





**CLINCHING WITH TAFT** in her garden, Martha gets a chuckle from her guest, telling about the supporter who pinned Taft button to an Ike poster at party.



**LATE GOODBY** brings compliments from rival party-giver, Mrs. Cafritz: "How did you ever think of all this?... So much fun! Wonderful! So clever!..."



**EARLY GOODBY** ("Oh, must you go so early?") sends Mrs. Austine Hearst on to another date where she had to make a speech. But she came back later.



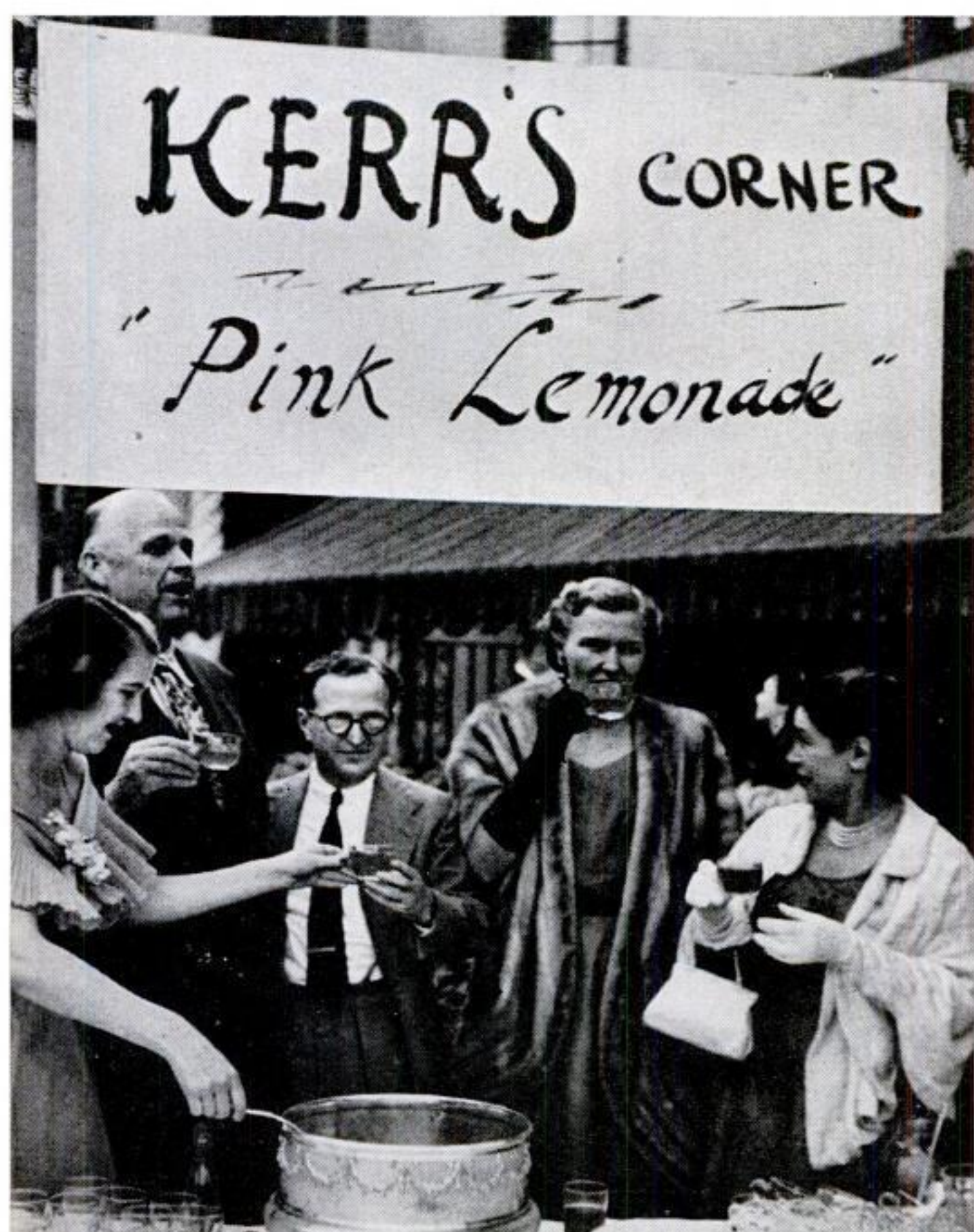


**HUGGING FERGUSON,** Miss Rountree introduces the senator and wife to her sister (right), Ann Forsberg, gets joshed for being affectionate with guests.



**CLUTCHING MARTIN,** she is told, "I have to be up at 5, but I wouldn't miss this party for anything."

**TELLING DUFF** why the lights went out at the party, she explains that a fuse blew out. Said Duff, "I don't mind being in the dark with a lovely lady."



**DRINKING WITH KERR,** Martha pours nonalcoholic swigs for senator from dry Oklahoma, Partner Spivak, Mrs. Kerr, Mrs. Spivak. Kerr just sipped his.

**AFTER PARTY MARTHA RELAXES WITH AN OLD FRIEND, OLIVER PRESBREY**



CONTINUED ON NEXT PAGE



## PSS-S-S-S-T . . .

Washington is a city of confidences, real and fictitious, and Miss Roundtree—at her parties, her studios, her rounds of the capital—is addicted to whispering (*below*). She whispers to guests, to behind-the-scenes movers of politicians and sometimes from force of habit she finds herself whispering even in the presence of her partner and mentor, Spivak.



TO RUSSELL, outside of Senate, Martha sells idea for her party: "Let me have a real big photo of yourself. . . . You need advertising."



TO TAFT at her party as she overhears him asking about food, she whispers, "Come on. . . . I'll whisk you to the head of the line."



TO HARRIMAN, before the candidate goes on *Meet the Press* show, she advises, "Hold up your chin, look right into the camera. . . ."



TO COLUMNIST Marquis Childs, Martha discloses her secret plans for a new program, says, "I'm mending my TV fences."



TO LESLIE BIFFLE, who is a Barkley confidant, she mentions rumor that Barkley may run for president, asks Biffle's help in getting Barkley to confirm the rumor on her program. Partner Spivak (*left*) knows what she is whispering.

CONTINUED ON PAGE 133



# Tek

twins  
for your  
vacation



**Prevent decay** the Tek twin way . . . brush your teeth morning and night . . . after each meal if possible.

It's so much easier when you have *two* Tek brushes (one is always fresh and springy).

Scientifically designed, Tek cleans the crevices where decay germs "hide out" (the very places ordinary brushes often fail to reach).

Get the Tek Twins today. Each brush in plastic travel case.



**Tek**  
cleans



where bulky  
brushes miss

AMERICA'S FINEST  
TOOTH BRUSH VALUE

Tek Hughes, Watervliet, N.Y.



*Happy to be aboard...*



# OLD FORESTER

*"There is nothing better in the market"*

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KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF • BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY





*"Just between you and us strawberries —  
you'll love Meadow Gold Strawberry Ice Cream! For only  
luscious, ripe-red berries like us are blended into creamy-rich  
Meadow Gold. To bring you the most satisfying ice cream  
you've ever tasted. Wouldn't you like some now?"*



# Meadow Gold Ice Cream

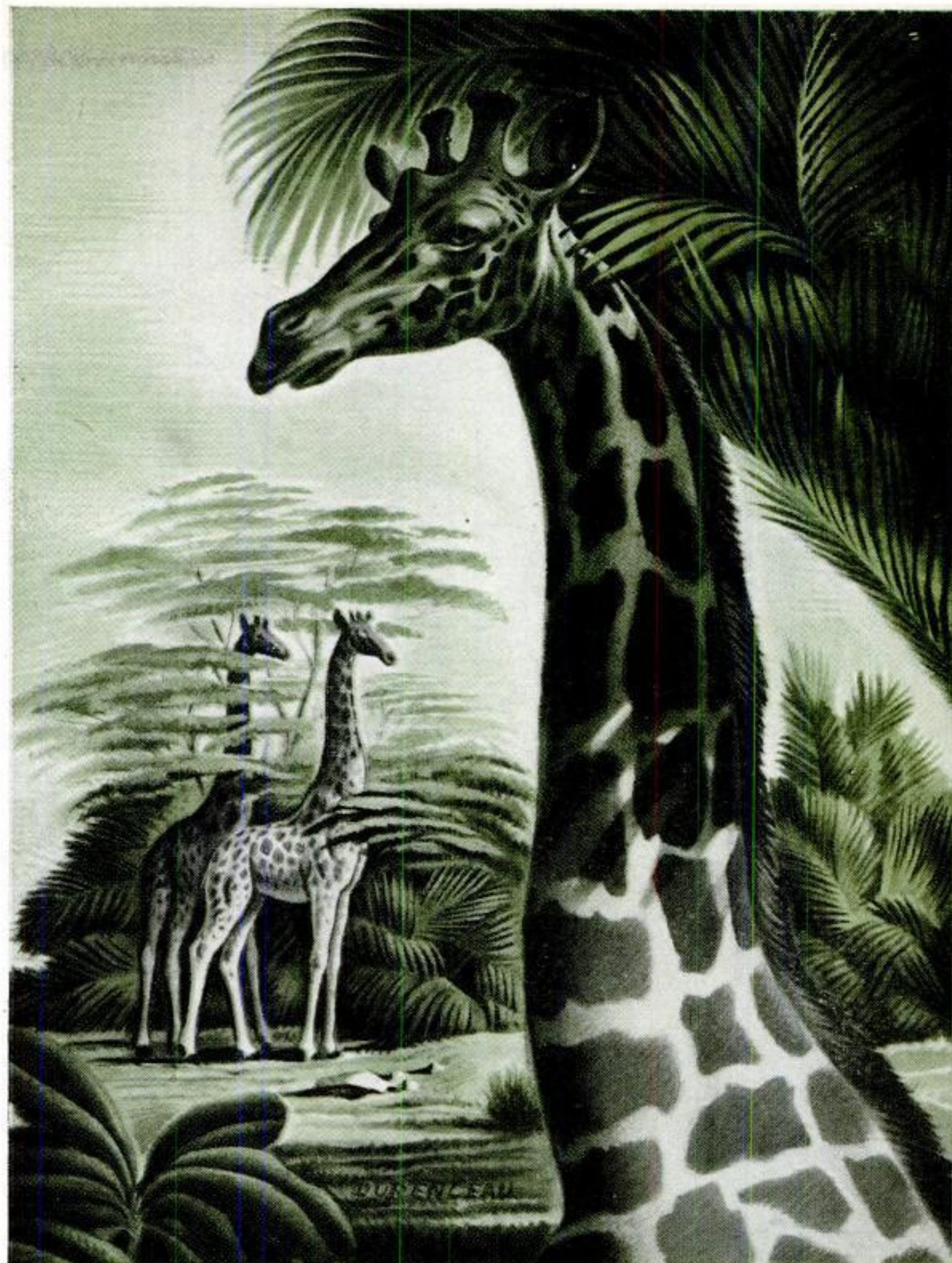




## SHE BEARDS HER TV BOSS



MARTHA ON THE OFFENSIVE shows a friendly but energetic technique for influencing men as she argues in her New York apartment with Maubert St. George, boss of sponsor's advertising agency for *Meet the Press*. Pointing a delicate but firm finger at St. George's nose (top), Martha insists she should have an additional TV show. St. George warns her (center) not to overextend herself. Flying at him in mock fury, which she softens with a girlish laugh, Martha delivers a final thrust: "If we were paid more, we wouldn't have to work our fingers to the bone." St. George promised to see what he could do.

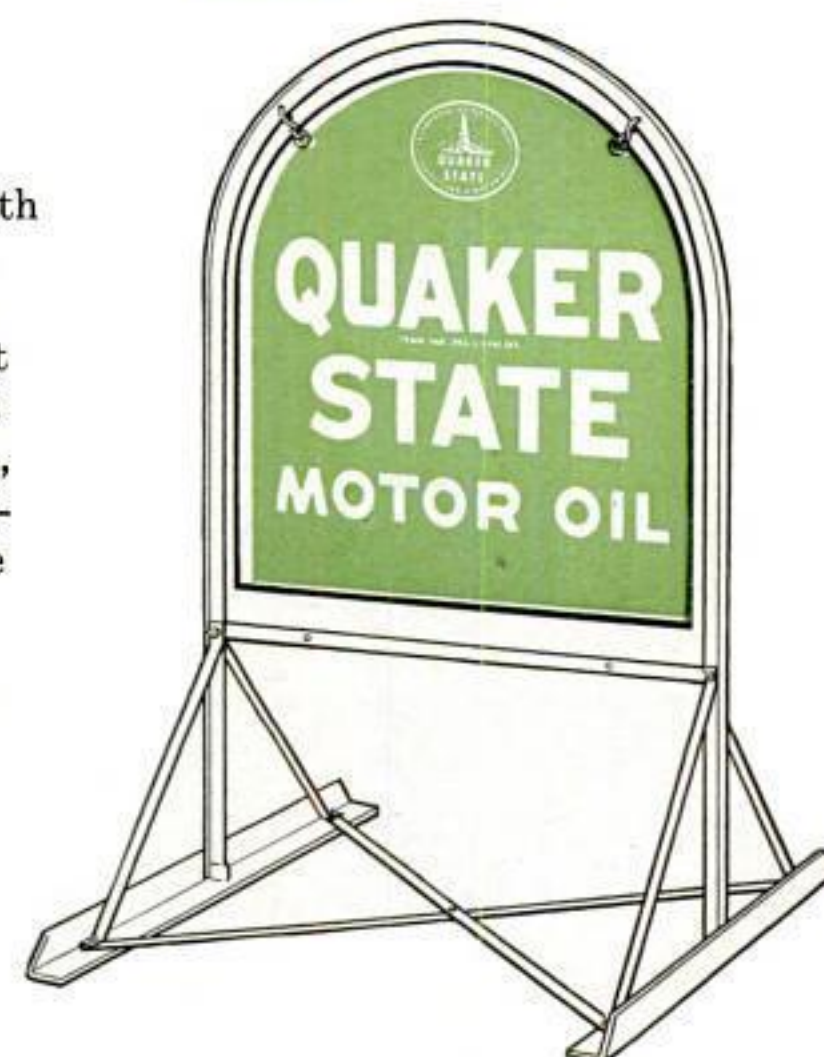


The GIRAFFE, nearly extinct except in remotest Africa, sometimes stands 18 feet tall. Trees provide his food as well as protection from the broiling African sun.

## Tall on Performance!

( KEEPS YOUR ENGINE **COOL**, TOO! )

This summer, protect your engine with Quaker State Motor Oil, specially refined to provide extra lubrication under the punishing conditions of hot summer driving. Whether your car is showroom new or a seasoned veteran, it will pay you to switch to this heat-resistant motor oil today. We believe that Quaker State is the finest motor oil you can buy! If the manufacturer of your car recommends Heavy Duty Oil with detergency, ask for Quaker State HD Oil.



QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.

Member Pennsylvania Grade Crude Oil Association



What happens when **LIFE** hits

# SAN ANTONIO



AN ANTONIO's double life is reflected in modern skyscrapers rising behind the historic Alamo. Part of this time-mellowed city pays tribute to Texas' past with ancient missions, Spanish forts and palaces, restored adobe villages.

But most of San Antonio points to the future. The bustling hub of rich farm and ranch country, surrounded by oil fields and industry, a youthful vigor stirs in San Antonio, trade-gateway to Latin America, and marks it as one of the fastest-growing cities in the United States.

The people of San Antonio tackle work and play with a restless energy inherited from pioneers like Davy Crockett. These people find in LIFE a pace and mood that quickens their thinking and living. No wonder that 3 out of 5 citizens of San Antonio are readers of LIFE\*—the

largest audience of any magazine in the city.

On these pages, you see some examples of LIFE's personal, powerful impact on San Antonio. You see how one girl found a husband through LIFE's pages, and how a young company found hundreds of new customers. You see how opera stars and chorus girls . . . generals, businessmen, and educators . . . all feel the effects of LIFE's special kind of picture-and-text reporting.

In city after city, people respond to LIFE in the same way: by seeing more, understanding more, enjoying more—and buying more—of what they find in LIFE.

\*From *A Study of the Accumulative Audience of LIFE*, by Alfred Politz Research, Inc. A LIFE reader is any person who has read one or more of thirteen issues.

LIFE, 9 Rockefeller Plaza, New York 20, New York



**COPA CHORUS GIRL** who decided to go back home, Evelyn Peterson was reported in LIFE. Now a happily married mother, she says: "So many wrote me I know LIFE has helped other girls who are curious about careers or marriage to make up their minds."

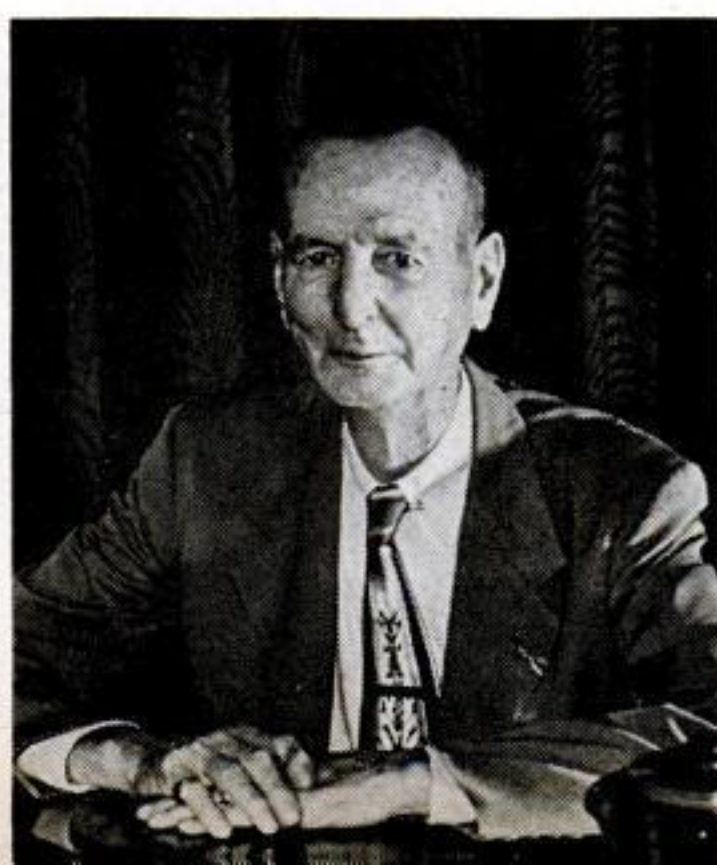


**LIFE COVER GIRL** Helen Sinclair (right) says: "The biggest thrill of my life was when I was on LIFE's cover." Because of the LIFE story, Helen got three movie offers—hundreds of letters—was launched on a career and met the man she later married.

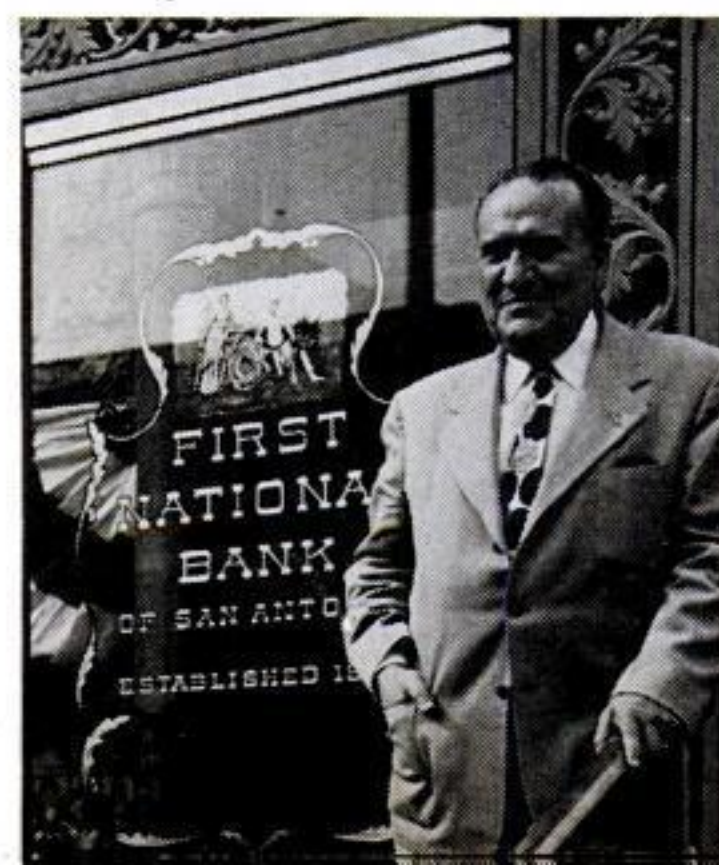
**MAYOR** Sam Bell Steves: "LIFE keeps the nation informed of Texas progress and helps Texans keep their fingers on the progress and magnitude of the world."



**RETIRED GENERAL** Jonathan Wainwright: "I look forward with pleasure to the day LIFE arrives each week. It has a definite influence in our community."



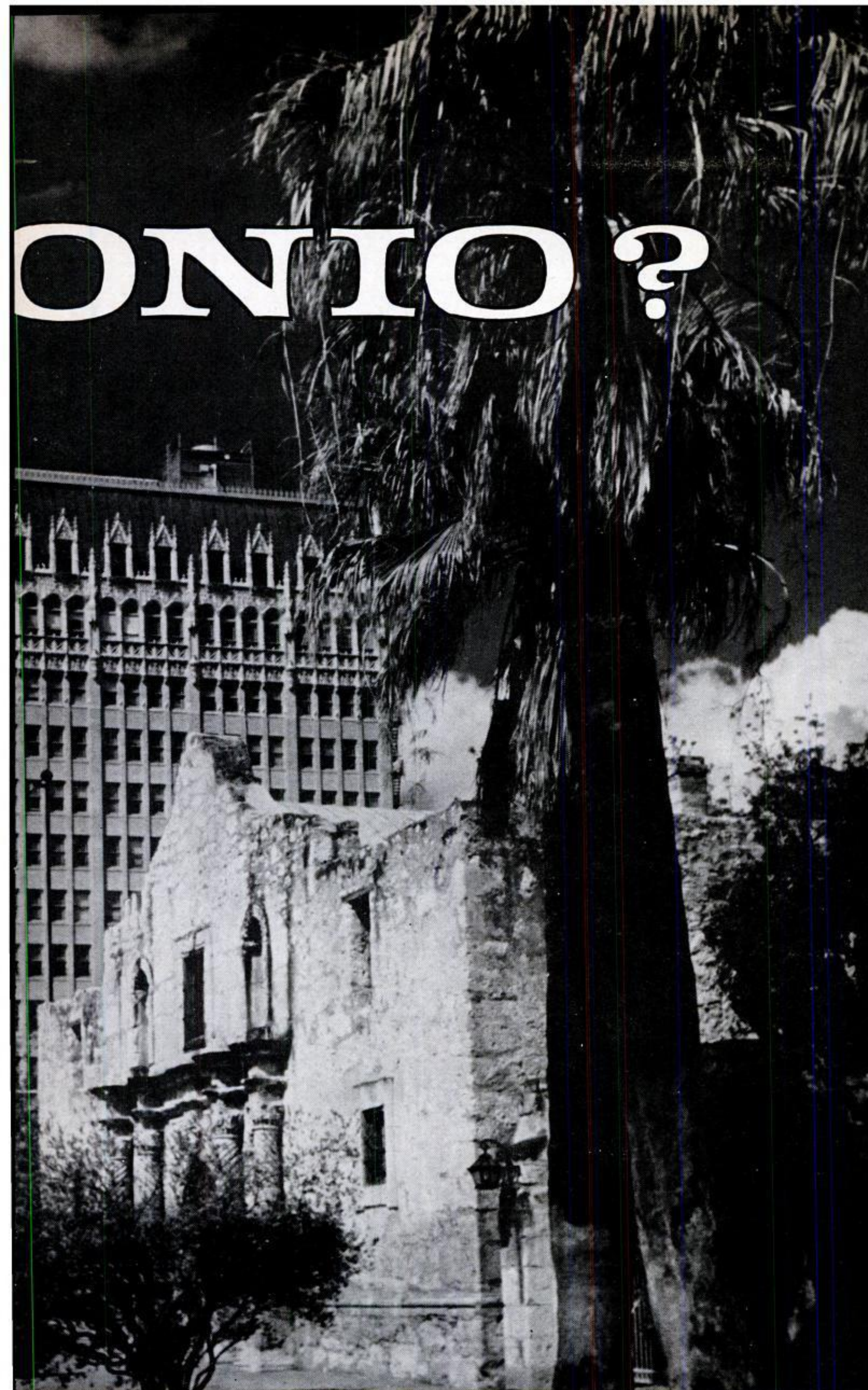
**FIRST NATIONAL BANK** Pres. J. W. Beretta: "As local as a newspaper, as international as radio, LIFE is indispensable to me and to millions of Americans."



**TEXSTAR CORP.** Pres. William T. Rhame: "LIFE's story about our 'Thirsty Kerchief' saved our company's life. Inquiries directly resulting sold 500 new accounts in 8 countries."



# ONIO?



**OPERA STAR** Dorothy Kirsten recently adopted San Antonio as her home. Miss Kirsten says: "LIFE has brought opera to everyone and is a major influence in its popularity today." More than half the women in the U. S. read LIFE.\*

**FROST BROS.** Pres. Gilbert Lang: "Our style shows feature fashions from LIFE." LIFE's audience is greatest where retail sales are greatest: in the top fifty U. S. markets.\*



**HEADMISTRESS** Gretchen Tonks of St. Mary's Hall, girls' prep school, says: "Our permanent library file of LIFE's art, science, and history articles is used regularly by faculty and students." 77% of all college-educated people read LIFE.\*



**SWIMMERS** at Camp Warnecke, outside San Antonio, were featured in LIFE. Says owner James Haile: "LIFE's picture of swimmers shooting the rapids created widespread interest."



**JOSKE'S** President James H. Calvert says: "Joske's of Texas, recognized nationally for its vast assortment of famous brand merchandise, values LIFE's great influence in the promotion of America's best." 2 out of 3 Americans in upper economic groups read LIFE.\*







## GHOST RUNNERS IN THE MUD

The British Games mile run recently in London was not much to watch as a contest, but as a spectacle it produced some strange effects. A heavy rain had flooded the arena, and as the runners slogged along, their reflection in the water created two sets of racers. One set, splashing

over the track, was matched stride for stride in the mud puddles by another set—whose ghostly look is emphasized in the upside-down picture above. The winner, Chris Chataway (No. 25), who is in third place above, ran a respectable race considering conditions, finishing in 4.13.8.



# There's No Substitute for Old Grand-Dad

YOU'LL never know how fine a bourbon can be until you try Old Grand-Dad—one of Kentucky's finest whiskies. It goes into new charred white oak casks a superior whiskey. There it ripens until completely matured. Then it is bottled in bond. Enjoy this superb whiskey's smoothness, mellow-ness and heart-warming flavor soon. Then you will know why there's no substitute for Old Grand-Dad—"Head of the Bourbon Family."

*The Old Grand-Dad Distillery Company, Frankfort, Kentucky*



## OLD GRAND-DAD

*Head of the Bourbon Family*





A woman with blonde hair, wearing a blue dress and a pearl necklace, is sitting and holding a glass bottle of Coca-Cola. She is smiling and looking towards the camera. In the foreground, there is a wooden table with a large platter of food, including meat, vegetables, and bread. Two more glass bottles of Coca-Cola are on the table. A large red circle with the Coca-Cola logo is in the bottom left corner.

## ...enjoy food

Good things to eat  
find happy companionship  
in ice-cold Coca-Cola.

Here's refreshment,  
flavorful and sparkling,  
that steps up the enjoyment  
of tasty things you like to serve.

Next time you shop,  
remember to take *enough* home.

**Coca-Cola**

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